

SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

Different in APPROACH



NATIONAL BROADCASTING COMPANY, INC.
GENERAL LIBRARY
ROCKEFELLER PLAZA, NEW YORK, N. Y.

Everything we do at W-I-T-H is measured by one basic yardstick:

"What's good for Baltimore is good for W-I-T-H."

That's a nice, cozy statement. A real "heart-throbbler." A lot of stations can make it in their own behalf. Many of them *do* make it. So, when you hear it, consider the *source*. What—and who—is *behind* it?

When W-I-T-H was founded in 1941, it became the *first independent Baltimore* radio station. It has *remained* independent to this day. Now doesn't it make good common sense that a station, completely independent throughout its 17-year career, has had many more *opportunities* to serve the interests of its community? W-I-T-H has had hundreds of such opportunities—has *made* many of them, in fact—and has served them well.

Result? A special bond between Baltimore and W-I-T-H that you have to experience on the spot to appreciate fully—but that you can obtain to your *product's* advantage by *advertising* on W-I-T-H. It's a mighty bonus!

Tom Tinsley
President

J. C. Embry
Vice Pres.

W-I-T-H

Representatives: Select Station Representatives in New York, Philadelphia, Baltimore, Washington; Clarke Browne Co. in Dallas, Houston, Denver, Atlanta, Miami, New Orleans; McGavren-Quinn in Chicago, Detroit and West Coast

HOW N. W. AYER REPLANS FOR THE AIR AGE

With 40% of billings now in radio/tv Ayer is reorganizing media and creative staffs around new marketing concepts. Special SPONSOR report on America's oldest agency.

Page 35

Videodex opens score of new rating markets

Page 40

Tips on how to improve your radio commercials

Page 42

How radio/tv are upping sales for department stores

Page 45



*Ladies and gentlemen,
we are
inordinately proud...*

to present one of the brightest names in all the incandescent world of showbusiness: a man whose nimble tongue and wit have entertained three generations; a man proclaimed by one of our nation's Presidents as "Toastmaster General of the United States" . . . probably the most sought-after Master of Ceremonies in the world today . . . *Mister George Jessel!*

This month on KCOP, Mr. Jessel brings to Southern California television a program that permits his doing the thing he does best: *talk*. Talk of his 50 years as an international entertainer. Talk with his famous guests . . . Burns, Benny, Cantor, etc. And talk, in retrospect, of the people and events—political and theatrical—that few men know so well as George Jessel.

George Jessel's Show • Tuesdays & Thursdays • 8:30 to 10 pm

1000 N. Cahuenga, Hollywood 38 • Represented nationally by Edward Petry & Co., Inc.

KCOP

13

DES MOINES IN DEPTH

Highlights of Media Study by Central Surveys, Inc.

KRNT-TV

- The Station Most People Watch Most!
- The Station Most People, By Far, Depend on for Accurate News!
- The Station With Far and Away the Most BELIEVABLE Personalities!

This Central Surveys study reveals many interesting facts that show without question KRNT-TV delivers the kind of results a present-day advertiser wants and needs!

KATZ Has the Facts for YOU!



**The COWLES
Operation in Iowa**

SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

DIGEST OF ARTICLES

Vigorous veteran: the N. W. Ayer story

35 SPONSOR's special report on America's oldest advertising agency and why it's reorganizing air media work after doubling billings since 1953

Videodex: score of new markets in last quarter

40 Decade-old tv audience measurement firm in process of expanding services for clients; at drawing-board stage, idea for instant electronic ratings

How to improve radio commercials

42 Music, humor and better production delivering new radio sell for advertisers, agencies and producers with new techniques. Here's how to do it

Phillips buys radar weathercasts

44 Phillips Petroleum, through Lambert & Feasley, commences tri-station radio sponsorship of tracing erratic weather of Florida's east coast

Air media: department store lifeline

45 Department stores, fighting increasing competition, can profitably consider more use of air media. Here are some suggestions and examples

Economical electronic research

47 Voting machines—new gimmick for obtaining quick, inexpensive station research figures. WOW's showmanship provides clues for radio industry

SPONSOR—the first half of 1958

51 The personalities, features, case histories—all of the air media news in the year's first half, broken down by category for easy reading

SPONSOR ASKS: What audience promotion devices have you found most effective?

60 With stations continually trying new audience promotions, station men and a promotion specialist discuss their most effective methods

FEATURES

10 Commercial Commentary

73 Film-Scope

28 49th and Madison

74 Marketing Week

78 News & Idea Wrap-Up

6 Newsmaker of the Week

78 Picture Wrap-Up

62 Radio Basics

76 Sponsor Hears

17 Sponsor-Scope

92 Sponsor Speaks

64 Spot Buys

92 Ten-Second Spots

24 Timchuyers at Work

90 Tv and Radio Newsmakers

75 Washington Week

Editor and Publisher

Norman R. Glenn

Secretary-Treasurer

Eileen Couper Glenn

VP-Assistant Publisher

Bernard Plett

EDITORIAL DEPARTMENT

Executive Editor

John E. McMillin

Managing Editor

Alvin W. Outcalt

News Editor

Ben Bodec

Special Projects Editor

Alfred J. Jeffs

Senior Editor

W. F. Miksch

Associate Editor

Russ Carpenter

Midwest Editor (Chicago)

Gwen Smart

Western Editor (Los Angeles)

Pete Renkin

Assistant Editors

Jack Lindrup

Glorie Florowitz

Contributing Editor

Joe Csida

Art Editor

Meury Kurtz

Production Editor

Florence B. Hamsher

Editorial Assistant

Vikki Viskniskki

ADVERTISING DEPARTMENT

Sales Manager

James H. Fuller

VP-Western Manager

Edwin D. Cooper

Southern Manager

Herb Martin

Midwest Manager

Roy Meechum

Production Manager

Jane E. Perry

Sandra Lee Oncey, Asst.

Administrative Staff

Doris Bowers

George Becker

Laure Detre

Leura Oken

Jessie Ritter

PROMOTION DEPT.

Jane Pinkerton, mgr.

Sara Nicoll

CIRCULATION DEPT.

Seymour Weber

Emily Cutillo

Henry B. Fleischmen

Member of Business Publications Audit of Circulations Inc.



SPONSOR PUBLICATIONS INC.

combined with TV, Executive, Editorial, Circulation and Advertising Offices: 40 E. 49th St. (49th & Madison) New York 17, N. Y. Telephone: MURRAY Hill 8-2772. Chicago Office: 612 N. Michigan Ave. Phone: SUPERior 7-9863. Birmingham Office: Town House, Birmingham. Phone: FAIRfax 4-6529. Los Angeles Office: 6087 Sunset Boulevard. Phone: HOLLYwood 4-8089. Printing Office: 3110 Elm Ave., Baltimore 11, Md. Subscriptions: U.S. \$3 a year. Canada and foreign \$4. Single copies 20c. Printed in U.S.A. Address all correspondence to 40 E. 49th St., N. Y. 17, N. Y. MURRAY Hill 8-2772. Published weekly by SPONSOR Publications Inc. Entered as 2nd class matter on 29 January 1948 at the Baltimore post office under the Act of 3 March 1879.

©1958 SPONSOR Publications Inc.

"Our new tower is . . ."

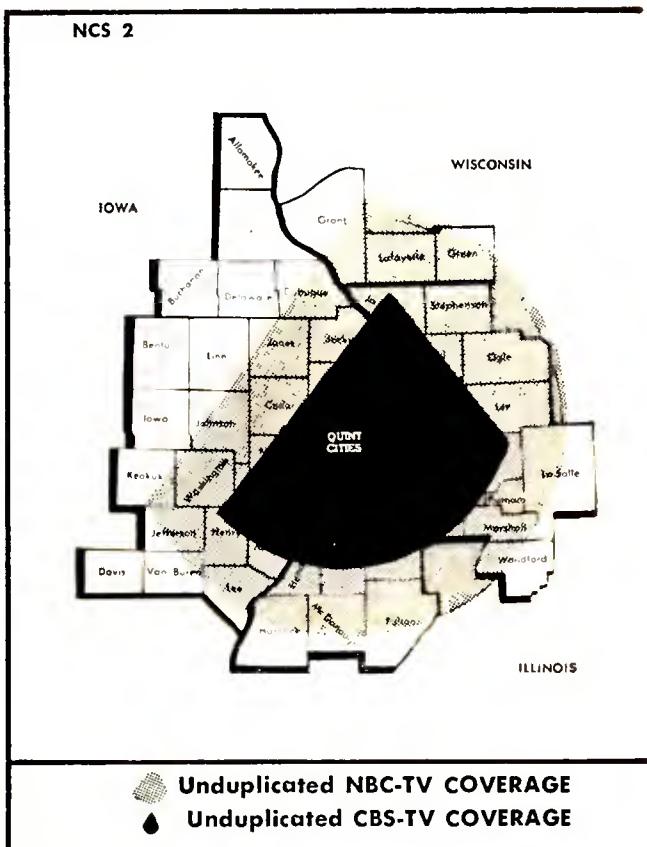
"1400 ft. elevation . . ."

"Tallest tower in the . . ."

"1000 ft. above average . . ."

"over average terrain"

HEIGHT ABOVE AVERAGE TERRAIN DOES NOT ALWAYS MEAN MORE COVERAGE!



51% MORE UNDUPPLICATED COVERAGE WITH WOC-TV (NBC)

WOC-TV'S 48 COUNTY MARKET — POPULATION* 1,727,100

Homes*	531,200	TV Farm Homes**	54,912
TV Homes*	398,800	Effective Buying Income*	\$2,852,363,000
Farm Homes**	97,101	Retail Sales*	\$2,076,120,000

*Sales Management "Survey of Buying Power — 1958"

**U. S. Census of Agriculture — 1954

The Quint-Cities Station
—Davenport and Bettendorf in Iowa; Rock Island, Moline and East Moline in Illinois.

WOC TV

Channel 6 • Maximum Power • Basic NBC

Col. B. J. Palmer,
President
Ernest C. Sanders,
Res. Mgr.
Mark Wodlinger,
Res. Sales Manager
PETERS, GRIFFIN,
WOODWARD, INC.
EXCLUSIVE
NATIONAL
REPRESENTATIVE

WOC-TV - Davenport, Iowa is part of Central Broadcasting Company which also owns and
operates WHO-TV and WHO-Radio-Des Moines



As much as the events of the day, a
tisers' products and services are ne
the markets of America. Personal s
vision by representatives of the
working, hard-selling merchandisin
departments of Storer stations, wo
with 13 food chains (approximately
supermarkets) and 4 drug chains (ap
approximately 220 drug outlets), present
important news at the point of purc
se

Storer town criers

It is the vital function of the mer
chandising town crier to take advanta
the impact of a Storer broadcast in
convert response into sales.

The Storer Broadcasting Company has
special MERCHANDISING DIVISION
created to serve advertisers on all Storer
stations. For full details, write the
New York National Sales Office of Storer
Broadcasting.



Storer Broadcasting Company

WSPD-TV Toledo **WJW-TV** Cleveland **WJBK-TV** Detroit **WAGA-TV** Atlanta

WSPD
Toledo

WJW
Cleveland

WJBK
Detroit

WIBG
Philadelphia

WWVA
Wheeling

WAGA
Atlanta

WGBS
Miami

National Sales Offices: 625 Madison Ave., New York 22, PLaza 1-3940 • 230 N. Michigan Ave., Chicago 1, FRanklin 2-6498



If
You Want
KING SIZED
Coverage
In King Sized
PORTLAND OREGON
Market



for they feature
The Best of



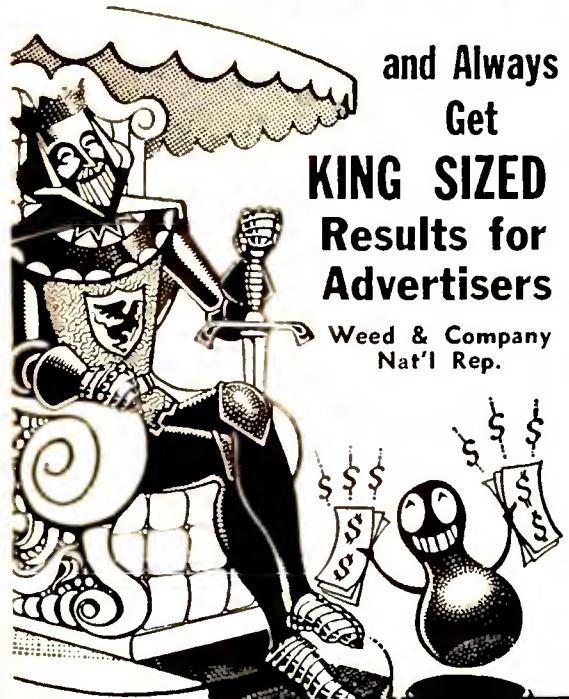
and

SPORTS

and Always
Get

KING SIZED
Results for
Advertisers

Weed & Company
Nat'l Rep.



NEWSMAKER of the week

Two days hence (13 Oct.) the U. S. will get its third major daytime network when ABC TV begins its Operation Day-break. That event follows by about two years the network's big break-through into nighttime tv when it turned the old two-way battle into a three-way affair. Now ABC TV hopes to repeat, and to win its spurs as a full network.

The newsmaker: Oliver (Ollie) Treyz, gregarious president of ABC TV, who, in his few short months as top man, has moved his network into position to become fully competitive with NBC TV and ABC TV.

When Operation Daybreak begins, ABC TV will have 30 hours of versatile morning and afternoon programming weekly, representing potential billings of more than \$10 million. For a happy starter, the web boasts that it is 95% sold out to such advertisers as General Foods, Lever, Armour, Toni, Nescafé, American Home Products and Minnesota Mining & Manufacturing.

Treyz sees even more ahead than the current 30-hour schedule for the network in its daytime programming, perhaps even this year. "We've got the stations behind us, so we can give sponsors what they want."

That, Treyz goes on, is proved by the response in time clearances. Says he: "More than 80% of the total tv audience will be properly covered from the very outset."

Treyz is confident that the daytime schedule is just what the network needs to make it a top competitor, because "We expect it to have a halo effect in bolstering our ratings in the evening, too."

Actually, groundwork for Operation Daybreak was laid about three years ago at a meeting of ABC TV's Affiliates Advisory Committee.

When the 1/3-nighttime rate finally was agreed upon, and programming arranged, the network sent out feelers to the agencies. Response, beginning with several Y&R orders, came almost immediately.

Treyz, a native of New York State (he was born 40 years ago in a small town in the Catskill Mountains), attended high school in Camden, N. Y., went on to Hamilton College. He began in broadcasting immediately after graduation as man-about-the-schedule at WNBK, Binghamton, N. Y. He moved to BBDO in program development until World War II.

After the war, Treyz went to SSC&B, ABC Radio, TvB (as president) and finally to ABC TV where he became president last February. He is married to the former Janet Campbell, lives with his wife and two sons in Scarsdale, N. Y. He is a member of RTES, Sales Executives Club and the Newcomen Society.



Oliver (Ollie) Treyz

NEWSMAKER STATION of the WEEK
WARM appoints EASTMAN

WARM

FIRST IN SCRANTON-WILKES-BARRE

Hooper: Aug.—Sept. 1958
morning: 7 A.M. to 12 Nn.—43.3%
afternoon: 12 Nn. to 6 P.M.—42.1%



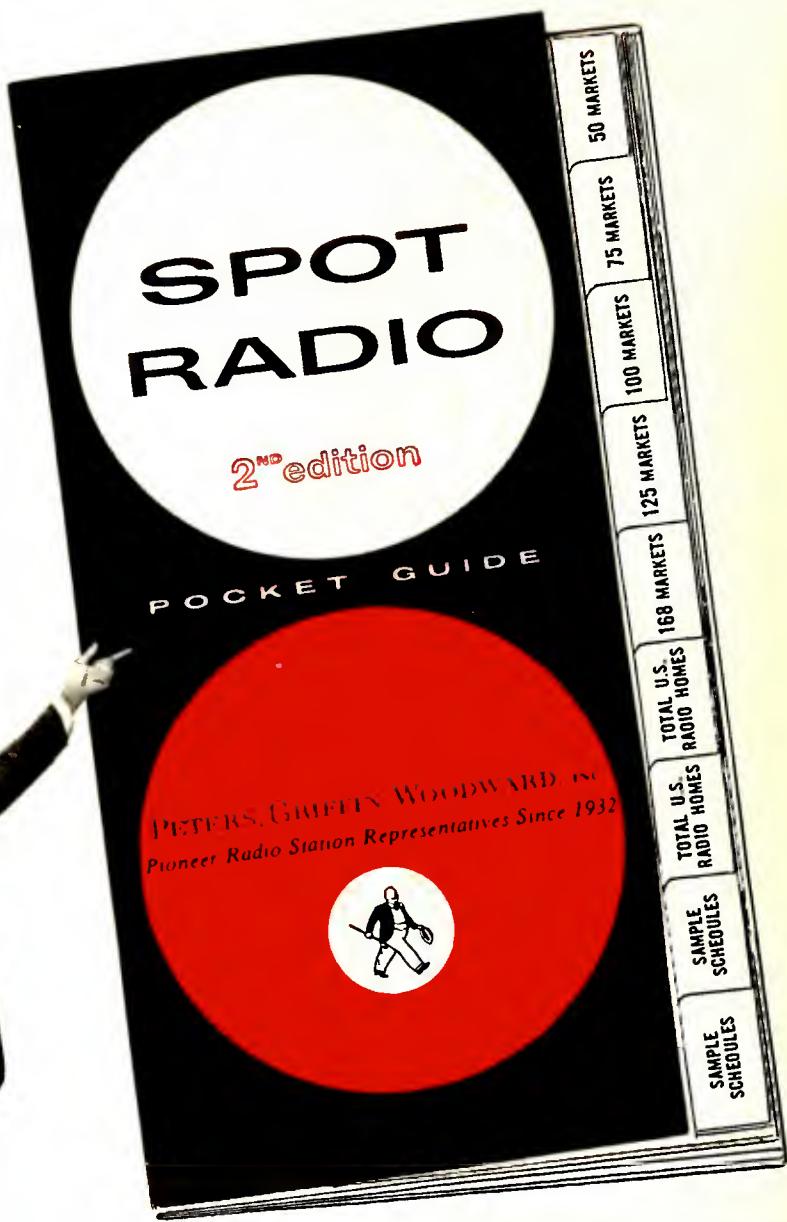
robert e. eastman & co., inc.

national representatives of radio stations

NEW YORK:
527 Madison Avenue
New York 22, N.Y.
Plaza 9-7760

CHICAGO:
333 N. Michigan Ave.
Chicago, Illinois
Financial 6-7640

SAN FRANCISCO:
Russ Bldg—Room 1043
San Francisco, Cal.
YUkon 2-9760



PETERS, GRIFFIN S P O T R

NEW YORK
250 Park Avenue
Yukon 6-7900

ATLANTA
Glenn Bldg.
Murray 8-5667

CHICAGO
Prudential Plaza
Franklin 2-6373

DALLAS
335 Merchandise Mart
Riverside 7-2398

DETROIT
Penobscot Bldg.
Woodward 1-4255

FT. WORTH
406 W. Seventh St.
Edison 6-3349

HOLLYWOOD
1750 N. Vine St.
Hollywood 9-1688

SAN FRANCISCO
Russ Building
Yukon 2-9188

Pioneer Station Representatives Since 1932

E PLURIBUS UNUM

"ONE out of Many"



That's the **PGW SPOT RADIO GUIDE**

Accurate answers to questions about cost and coverage potentials with national SPOT RADIO are at your fingertips with the **PGW** Spot Radio Guide. Leading advertisers and agencies agree that it is an infallible yardstick for "on-the-spot" planning of national advertising campaigns.

Here in ONE compact volume are answers about costs and coverage of 50 to 168 markets. And increased sales keep rolling in from national Spot Radio Campaigns.

*Call **PGW** for a copy of the Spot Radio Guide
and for helpful market information.*

THE CALL LETTERS OF THE SALES GETTERS

West

KBOI—Boise	5,000
KGMB-KHBC—Honolulu-Hilo	5,000
KEX—Portland	50,000
KIRO—Seattle	50,000

Midwest

WHO—Des Moines	50,000
WOC—Davenport	5,000
WDZ—Decatur	1,000
WDSM—Duluth-Superior	5,000
WDAY—Fargo	5,000
WOWO—Fort Wayne	50,000
WIRE—Indianapolis	5,000
KMBC-KFRM—Kansas City	5,000
WISC—Madison, Wis.	1,000
WMBD—Peoria	5,000

East

WBZ+WBZA—Boston and Springfield	51,000
WGR—Buffalo	5,000
KYW—Cleveland	50,000
WWJ—Detroit	5,000
WJIM—Lansing	250
KDKA—Pittsburgh	50,000

WOODWARD, INC.
I O

Southwest

KFDM—Beaumont	5,000
KRYS—Corpus Christi	1,000
WBAP—Fort Worth-Dallas	50,000
KTRH—Houston	50,000
KENS—San Antonio	50,000

Southeast

WCSC—Charleston, S. C.	5,000
WIST—Charlotte	5,000
WIS—Columbia, S. C.	5,000
WSVA—Harrisonburg, Va.	5,000
WPTF—Raleigh-Durham	50,000
WDBJ—Roanoke	5,000



EVERY
MINUTE
OF
EVERY DAY*

there is a

PHIL DAVIS
MUSICAL
COMMERCIAL

on Radio & Television

*building sales
in every major market
for all kinds of products*

(Current Broadcast Schedules
average over 22,580 per week)*

PHIL DAVIS
MUSICAL ENTERPRISES

Murray Hill 8-3950
59 East 54 Street New York 22

Commercial commentary

A Pocketful of Peeves

This past week I've been talking to N. W. Ayer people in Philadelphia and New York (see page 35) and I just haven't had time to put together one of those weighty, ponderous "think pieces" which ought properly to fill this space.

Instead, today's column is a kind of hodge-podge; a grab bag of pet gripes and peeves about certain tv commercials, which I've been nursing secretly for some weeks now.



Let's begin with my nomination for the Worst Commercials of 1958—the booming and reverberant "They Said It Couldn't be Done" jobs for L&M cigarettes.

Why do I dislike them so? Well it's not for the usual consumer reasons. I'm not mad because they're "boring," "repetitious" or "unbelievable" (though I think they are) or because L&M's audio man is riding the gain with a leaden hand, and trying to blast me out of my living room. What does irritate me is the fact that these commercials reflect such a phony, self-conscious approach to the whole business of advertising and selling.

Listening to Jack Lescoulie's thunder, I can just imagine what took place. The agency was obviously under pressure. And, reacting as hard-pressed and frantic agencies always do, it fell into the typical adman's trap—of getting mad at the public.

In other words, we must wake "them" up. We must irritate and annoy "them," get "their" attention, make "them" listen.

Anytime you find yourself approaching your advertising job in these terms—look out. The worst thing that can happen to an adman is to begin thinking of the public as 14-year-old dumb-bells, as "theys" to be manipulated.

It's dangerous because inevitably your own contemptuous and superior attitude shows through in your work. It betrays itself in a hundred ways. And it destroys all chance of believable communication with the people you are trying to sell.

This, I think, is what happens in the case of L&M. And this is the reason why the "They Said It Couldn't Be Done" campaign gets my vote as 1958's dreariest and worst.

Embarrassed animals and flat-headed humans

My second big gripe concerns a whole class of commercials, rather than a single campaign, and illustrates, I believe, the difficulties of trying to marry advertising and show business.

I'm speaking here of two kinds of cartoon commercials which seem to be enjoying a noisome popularity these days.

The first is the "embarrassed animal" type of animation. You've seen them often. Gillette, for instance, has used them occasionally as have dozens of other advertisers.

These commercials are built around grotesquely drawn rabbits, parrots, chickens, foxes, and birds of various types who all have one singularly distressing personality characteristic: they mugg and screech on camera like embarrassed and pimply adolescents.

(Please turn to page 13)

Interview: *Ted Kelly*

McCann-Erickson Broadcast Supervisor, Ted Kelly, tells why he selects WLW TV - Radio Stations for NABISCO



"WLW TV-Radio Stations offer advertisers that golden glow of success in time well-spent."



"And one reason is the splendid service and cooperation of the famous Crosley Group."

"Yes, the WLW TV-Radio Stations know how to help push products from on-the-air to point-of-sale all over the area."



"Such service is Premium quality... real Premium quality!"

Call your WLW Stations Representative . . . you'll be glad you did!

WLW-T
Television
Cincinnati

WLW-C
Television
Columbus

WLW-D
Television
Dayton

WLW-A
Television
Atlanta

WLW-I
Television
Indianapolis



Network Affiliations: NBC; ABC; MBS • Sales Offices: New York, Cincinnati, Chicago, Cleveland • Sales Representatives: NBC Spot Sales: Detroit, Los Angeles, San Francisco, Bomar Lowrance & Associates, Inc., Atlanta, Dallas Crosley Broadcasting Corporation, a division of **Avco**

A thriller-diller from **WJRT**

*"I give up, chief. What do Flint,
Lansing, Saginaw and Bay City
have in common?"*



Saturation TV coverage of rich mid-Michigan. At last you've got it, through Flint's WJRT—and from the *inside*, complete with ABC primary affiliation. On

the air in October, WJRT's the only television station that will reach and *sell* Flint, Lansing, Saginaw and Bay City, with a Grade "A" or better signal.

WJRT
CHANNEL **12** FLINT

Represented by HARRINGTON, RIGHTER & PARSONS, INC.

New York • Chicago • Detroit • Boston • San Francisco • Atlanta

Don't misunderstand me, though. I'm not criticizing all cartoon commercials, or even all with animals. Those in which the Disney touch, or at least the Disney influence is apparent, can have great charm and interest and amusement values.

What does gripe my soul is the type of announcement (Jif's rabbit is a good example) in which the animal is obviously suffering from a deep-rooted inferiority complex, and, to compensate, is croaking and mugging and hamming it up like a third-rate comedian on a benefit night.

I think that the cartoon factories, in producing these commercials, have sold agencies and advertisers a dreadful bill of goods. And I think they have also betrayed their Hollywood-bred lack of sympathy and understanding for the entire advertising business.

Equally objectionable to me are the "flat-headed" human cartoons, of which there are many varieties. Have you noticed the astonishing tendency in many modern animated commercials to portray either the seller (the manufacturer) or the buyer (Mr. Public) as a chinless, or browless, or brainless human being?

I'm not one to cry "subversion" at the drop of a spot announcement. Or to see deep, dark plots and malignant "influences" at work in the ad business. But I do think that a professional agitator could make out a pretty good case from the evidence on his tv screen.

It would look to him like an organized and evil conspiracy (on the part of many cartoonists and animators) to deride and discredit the American Manufacturer, the American Consumer, in fact the whole American Way of Life.

I don't believe, of course, that this has been happening. But I do know that many artists (and cartoonists in particular) are rebellious spirits who take a small boy's delight in poking fun at what they imagine is the stuffiness of business men, and the boobery of the bourgeoisie. And I do think that many agencies and advertisers (who are still pretty green at tv selling) have allowed these two-bit iconoclasts a shockingly free rein.

Choirs of angels

Finally, I'd like to sound off a little on a stuffy and pompous trend I've detected in many tv commercials during the past year.

This is the "Choirs of Angels" technique employed by Kaiser (A-LUM-in-um) and other advertisers, the kind of commercial which employs a massed chorus of heavenly and ethereal-type voices to emphasize a salespoint.

There are dozens of delightful musical commercials on tv (Winston's and Ballantine beer's to name a couple). But when the boys feel it necessary to inflate a one-minute spot with all the production values of a Bach chorale, it makes me snicker.

There is, to my mind, something essentially solemn, self-righteous, asexual, and humorless about many large singing groups (the average college glee club for instance) and when you add these ingredients to what should be the friendly personal job of tv selling, you're apt to end up with a mishmash.

Technically perhaps they're very fine. But every time I hear those soaring voices, singing as if they were looking "through magic casements on fairy lands forlorn" or dreaming of those whom "they had loved long since and lost awhile" I can't help wondering what the hell it has to do with advertising.

Here again, though, I believe it's just a case of some ambitious show business figure having sold an agency and advertiser an expensive bill of goods. When are we going to see the end of all this? 

Problem Solved by an Ad Manager



Tom figured he'd never make any real dough.



Everybody complained so much about ad costs he dared not ask for a raise.



Blair TV Associates said he could get real mileage in unduplicated markets such as WCTV.



He tried it. Sales up, costs down, everybody happy.



He got the raise, and winters in Miami like everybody else!

WCTV Tallahassee Thomasville

for North Fla. and South Ga.

John H. Phipps
Broadcasting Stations

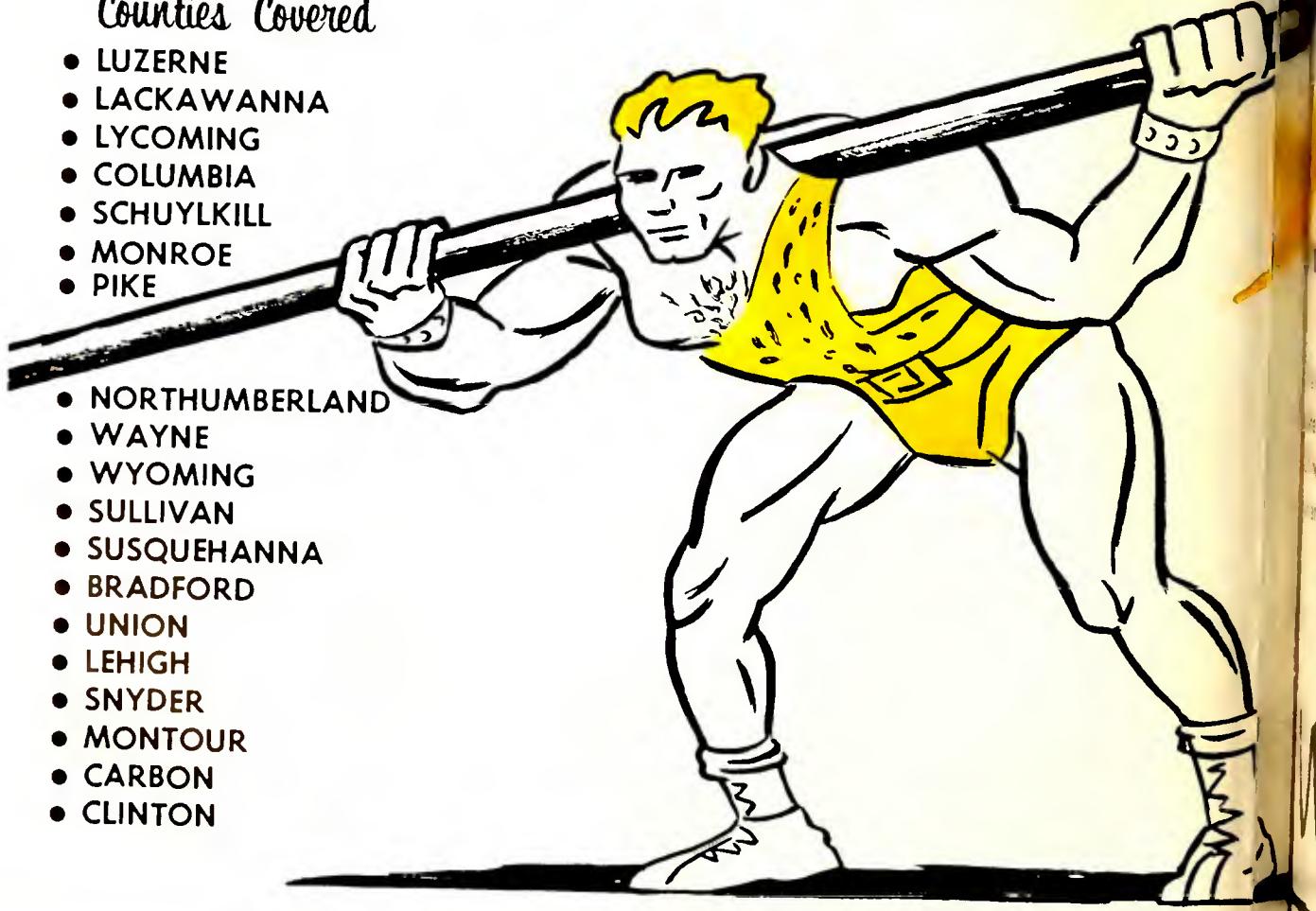
PENNSYLVANIA'S

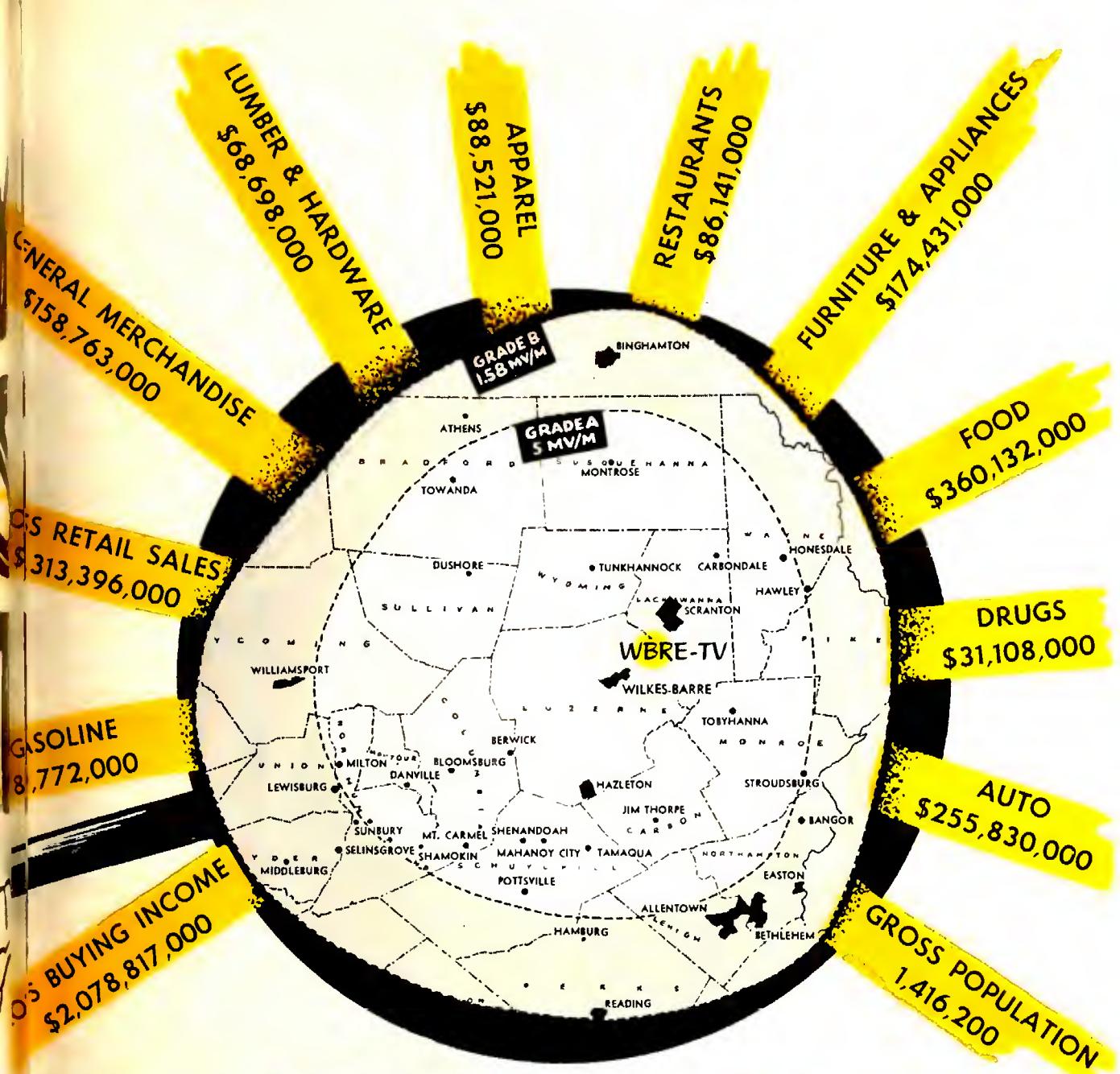
MIghty MILLION'S MARKET

AN  BASIC BUY

Counties Covered

- LUZERNE
- LACKAWANNA
- LYCOMING
- COLUMBIA
- SCHUYLKILL
- MONROE
- PIKE
- NORTHUMBERLAND
- WAYNE
- WYOMING
- SULLIVAN
- SUSQUEHANNA
- BRADFORD
- UNION
- LEHIGH
- SNYDER
- MONTOUR
- CARBON
- CLINTON





VILKES-BARRE • SCRANTON • HAZLETON • WILLIAMSPORT

BIGGER THAN A BILLION DOLLAR MARKET

The third highest set count in the state . . . reaching your customers in 19 of the state's Northeastern and Central Counties. To reach the same audience it would take 8 newspapers, 36 radio stations, hundreds of billboards, and too much direct mail for any advertiser's budget.

Served Best by the Mighty

There's more to WBRE-TV's sales-producing story . . .

GET ALL THE FACTS BEFORE YOU BUY!

WBRE-TV Ch. 28

WILKES-BARRE, PENNA.

soaring SALES

Results tell the tale. WGAL-TV produces more business for every advertising dollar you spend, yet actually costs you less. This pioneer station is first with viewers in Lancaster, Harrisburg, York, as well as in numerous other cities: Gettysburg, Hanover, Lebanon, Chambersburg, Carlisle, Lewistown, etc. And, WGAL-TV's multi-city coverage costs you less by far than single-city coverage. Put an up-swing in your selling. Put your advertising on **CHANNEL 8!**

- 1,040,465 households
- 942,661 TV households
- 3,691,785 people
- \$3 1/4 billion annual retail sales
- \$6 1/3 billion annual income

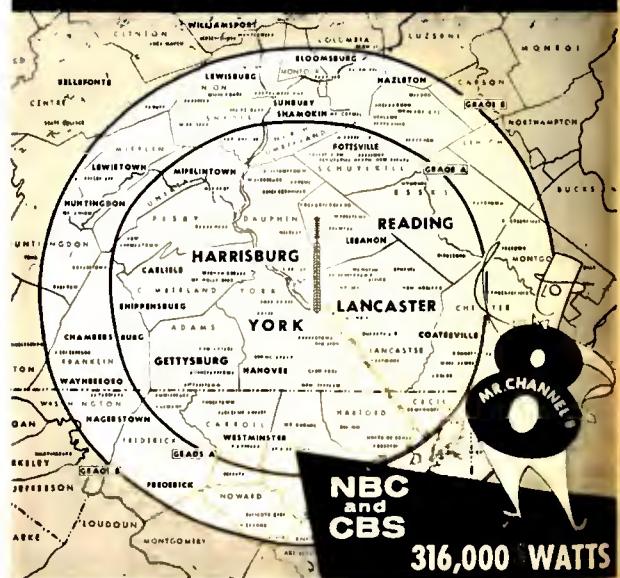
WGAL-TV

LANCASTER, PA.

NBC and CBS

STEINMAN STATION • Clair McCollough, Pres.

AMERICA'S 10th TV MARKET



Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

SPONSOR-SCOPE

11 OCTOBER 1958
Copyright 1958
SPONSOR PUBLICATIONS INC.

Prognosticators on Madison Avenue say it's a surefire bet that the air media will be in a rousing sellers' market for the first six months of 1958.

Planners in the giant agencies see national advertisers pouring it in loads, especially in tv, beginning the first of the year.

In connection with such prospects, the biggest boost that tv as a medium has had in some time is the report coming out of Detroit of the impact that the single Bob Hope show has had on the sale of the 1958 Buick.

The display of the new Buick line on that show brought a flow of orders that amazed the dealers.

So you can expect Buick to feed the tv kitty in even larger measure than it already had planned.

(Note: McCann-Erickson, custodian of the Buick account, last week moved to assuage the wrath of the ANPA over the auto maker's budgetary enthusiasm for tv by agreeing to entertain the newspaper association's latest presentation on automotives.)

Look for Pillsbury to follow the Lestoil pattern in introducing a new product.

The test—with heaps of daytime minutes in tv—will take place in L.A.

The project is so important that Burnett's media manager, Tom Wright, has been delegated to the West Coast for the buying.

It's pretty early to spot the actual trend, but it would seem from scattered figures that the amount of nighttime tv sets-in-use in October is running ahead of last year.

As an example, here are some comparisons for the first week of October as disclosed by Trendex:

FIRST OCT. WEDNESDAY	SETS-IN-USE 7:30-11 P.M.
1958	54.0
1957	53.2
FIRST OCT. THURSDAY	SETS-IN-USE 7:30-11 P.M.
1958	50.5
1957	45.1

Two trends have made themselves clear in the buying of spot tv this fall both in New York and Chicago:

1) Less demand for marginal time—especially late at night—with an increasing preference for daytime minutes and high-rated prime-time adjacencies (quite frequently regardless of the cost-per-thousand).

2) Acceptance of the concept that by buying the 25-30 top markets it's possible to reach repeatedly 70-75% of all the effective purchasing power in the country. This may account for spot tv's amazing dominance as the prime medium in metropolitan markets this fall—a significance that's causing bitter consternation among newspapers.

Leo Burnett, for instance, has made no bones about the fact that Bauer & Black's current flier in saturation (20 one-minutes and 20 I.D.'s weekly on a rotating basis) is linked to the limited-concentration philosophy.

It figures that with 18 top markets B&B will be able to reach 60% of all potential sales, whereas if it bought network it would have to go into 112 markets and sacrifice the benefits of saturation.

Ted Bergmann, president of the Parkson agency, which handles the Pharmaceuticals account, hailed tv last week before the National Association of Retail Druggists as even more effective in some ways than in-person selling.

What makes tv better is "the carefully created commercial, professionally communicated with a minimum of distraction and a maximum of attraction."

Among Bergmann's other points in his talk:

- Tv has become the main arena for marketing battles in almost all product fields.
- Drug and toiletries manufacturers are spending 63% of their ad money in tv.
- Pharmaceuticals, Inc., itself has been spending 90% of its ad budget in tv.
- Pharmaceutical's outlay for tv in 1957 exceeded the company's total sales for 1953, just four years earlier.
- **Tv achieved for Devarex, a new Pharmaceuticals product, in a few weeks what drug experts say it would have taken 10 years in the pre-tv era.**
- **Tv has proved its ability to change our way of life, raise our standards of living, and support our economic structure.**

Pharmaceuticals, Inc., after a period of experiment, has decided to make spot a keystone in its advertising future.

It has found that the technique of filling in certain markets with 13-week spot schedules—especially radio—can be quite a profitable operation.

The company, as a result of drugstore audits, following the use of spot schedules, also learned there's nothing so effective as spot for feeling the way around with a new product.

Sano (U. S. Tobacco) soon will start testing tv in eight top markets. Eventually over 100 markets will be scheduled on a flight basis. The agency: C. J. LaRoche.

Objective: 150 rating points per week.

A number of radio stations this week faced the problem of going on record as willing to accept business from auto dealer groups at local rates.

What set up the problem was a letter from K&E asking whether (1) Lincoln-Mercury dealers were eligible for the local rate, and (2) the stations would pay the agency commissions on schedules placed in that price.

K&E explained to SPONSOR-SCOPE that the query involved only two out of the 23 district dealer groups serviced by the agency. One was in the Southwest and the other in the Pittsburgh area.

Seems that the chairmen of the two groups had learned that Ford dealers via JWT were getting the local rate.

Tv stations may find that they have been worrying unnecessarily about losing business as a result of the bandwagon rush this season among national advertisers to minute spots.

SPONSOR-SCOPE this week checked Madison Avenue agencies on the possible consequences of the acute shortage of minutes, and this is what media buyers say:

If we can't buy minutes, we'll recommend to our clients that they buy 20-second announcements; the overwhelming chances are they'll go along with us.

Note: Because of the preference for minutes over 20-second spots, some stations in the Midwest are talking about making the rate for minutes higher than for 20-second announcements. Generally speaking, the rate is the same.

TvB plans to open an office in Chicago after the first of the year to service the Midwest area.

That makes three offices all told, the others being in New York and Los Angeles.

SPONSOR-SCOPE *continued . . .*

Timebuyers are getting considerably fewer chances for wheeling and dealing on the buying line this season.

In other words, stations are disposed to stick more rigidly to the ratecard. Here are some of the reasons why:

- The larger and more farsighted reps have been hitting hard at the theme that a pliable ratecard can only lead to a deterioration of the buyer's faith in the station's reliability.
- Ratecards contain a greater variety of packages—allowing buyers to fit at list prices a package to the client's needs.
- The big spot spenders have been openly frowning on the free-and-easy, cut-rate policies on the part of stations—something usually discovered only after orders have been placed.
- A flexible ratecard makes it easier for the station to approximate a sell-out status and thus not get panicky. In actuality, the ideal ratecard allows for three categories: (1) premium rates, (2) general rates, and (3) economy rates (such as covering schedules that can be pre-empted).

Y&R this week circulated among its own brass a memo purporting to show that it still is the No. 1 tv agency in terms of gross network time billings.

Citing PIB as the source, the memo listed these as the top network tv agencies for the first six months of 1958:

RANK	AGENCY	GROSS TV NETWORK BILLINGS
1	Young & Rubicam	\$26,173,718
2	J. Walter Thompson	24,941,733
3	Ted Bates	23,060,452
4	Benton & Bowles	18,053,440
5	BBDO	17,864,413
6	Dancer-Fitzgerald-Sample	14,739,682
7	Leo Burnett	14,464,297
8	McCann-Erickson	13,872,209
9	William Esty	7,761,351
10	Compton	7,574,430

P.S.: JWT anticipates it will bill \$115 million in tv this year, covering network time and programing and spot plus commercials.

The tv networks seem to be regaining more and more sales control over their sponsored programing: 73% of the shows in prime time this season either are produced by the networks themselves or in association with freelance producers.

Here's a breakdown of nighttime commercial programs in terms of network-produced shows, shows produced and sold in association with the network, and shows brought in directly by advertising agencies:

NETWORK	NETWORK-		DELIVERED	
	PRODUCED	IN ASSOCIATION	BY AGENCIES	TOTAL
ABC TV	4	18	7	29
CBS TV	14	6	19	39
NBC TV	6	18	12	36
TOTAL	24	42	38	104

Source of classification: The individual networks.

N. W. Ayer's market planning analysts think that the trend toward decentralized media buying sometimes can turn out sour for the advertiser's long-range objectives.

Reason: The tendency of district sales manager is to reach for short-term effects and go in heavily for promotion gimmicks; this may fail to fit in with the over-all job of product and services which the company has marked out for itself.

(See page 35 for an inside story of how N. W. Ayer is girding for the air media and marketing age.)

SPONSOR-SCOPE *continued ...*

ABC TV got to the post first this week in the annual early-fall race for ratings with a comparison for the first five days of October.

Key point in the communique: ABC TV showed a gain of 40% over a year ago, whereas the other two networks, according to Trendex, were off a bit.

In terms of average ratings for the stretch between 7:30 and 10:30 pm., the score stood at:

NETWORK	1958	1957	% CHANGE
ABC TV	27.2	19.4	+40%
CBS TV	34.6	35.8	- 3
NBC TV	31.1	35.7	-13

Network tv hasn't lost its lure for the sponsor with his own show: Relatively there are as many single-sponsor programs on the tv networks in prime time this fall as a year ago. Thus:

Of 112 commercials programs last fall in nighttime periods, 58 were sponsored by single advertisers; this year the figure is 56 single-sponsored shows out of a total of 104.

True, the trend toward alternate and participating sponsorship continues upward. Moreover, the great majority of sponsors who have their own shows also hold investments in alternate and participating programs.

Lever Bros. this week returned to CBS Radio as a buyer of 22 daytime units a week (about \$15,000 gross) in behalf of **Good Luck Margarine** (Ogilvy).

NBC Radio's business of the week included **Ford Trucks** (JWT) and **America Tyrex** (an association of nylon cord makers for tires) via McCann-Erickson.

International replays of NBC TV network programs will entitle AFTRA members to additional payments via an agreement reached this week.

Programs included in the pact are the **Perry Como Show**, **Dinah Shore Show**, the **Steve Allen Show**, and the **GM 50th Anniversary special**.

R. J. Reynolds and Carnation Milk are the latest converts to diversification into the drug field (which investing experts rate as close to chemicals and electronics among growth industries).

Carnation says that it decided to swing into pharmaceuticals as a result of some market testing it had done with a powdered milk base.

Reynolds' decision to buy Warner-Hudnut may, in part, have been actuated by a desire to move its big capital resources into a second industry and thus have a hedge against any future uncertainties.

Station operators who may be wondering why local business is running behind the upsurge in national spot can ponder this reason marketing men gave SPONSOR-SCOPE this week:

- Retailers continue to act on advertising in terms of what they sold yesterday as compared to a month or a year ago, whereas the national advertiser usually anticipates sales three months to a year ahead.

- Because of this the local retailer is a poor barometer of the outlook.

Marketing specialists also point out that the retailer's preoccupation with these comparisons obscures his thinking of advertising in terms of investment promotion.

For other news coverage in this issue, see **Newsmaker of the Week**, page 6; **Spot Buys**, page 64; **News and Idea Wrap-Up**, page 78; **Washington Week**, page 75; **SPONSOR News**, page 76; **Tv and Radio Newsmakers**, page 90; and **Film-Scope**, page 73.



EDWARD PETRY & CO., National Representatives

For two in love, particularly a client and an agency who are in love with sales, there's a television station in Houston, Texas to light their way until eternity . . . KPRC-TV, the starlit station that lights the way, forever.



FACTS ABOUT KPRC-TV DIAMONDS Choose any one of the four basic gems in television's gamut, I.D., Chainbreak, Minute, or Program, you'll get clarity, brilliance and value on KPRC-TV. A trusted station representative is your best adviser.

KPRC-TV, HOUSTON, IS FOREVER

NOW IN PRODUCTION

2nd GREAT YEAR

NO.1 NATIONALLY

Pulse— JULY 1958

19.2

Multi-market weighted avg.



Fabulous in 7-Station New York

37.5

WINNING #2 POSITION

AMONG ALL SHOWS, ALL STATIONS, ALL WEEK!
ARB - July '58

*1 SYNDICATED SHOW IN NEW YORK for 8 consecutive months!
ARB Jan. - Aug '58

Look at these **SENSATIONAL**

BALTIMORE

WBAL-TV

25.6

ARB JULY '58

MIAMI

WTVJ-TV

25.7

ARB JULY '58

BUFFALO

WGR-TV

21.5

PULSE JULY '58

INDIANAPOLIS

WISH-TV

21.4

ARB JULY '58

NEW ORLEANS

WDS-TV

27.5

PULSE JULY '58

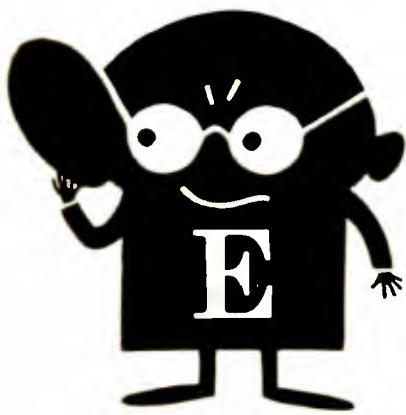


HUNT[“] BOYD BRIDGES

RATINGS in city after city!

NSCOLA BIRMINGHAM CHARLOTTE LOUISVILLE QUAD CITY
WEA-TV WBRC-TV WBTV-TV WHAS-TV WOC-TV
29.7 26.8 22.1 34.8 31.7
ARB JULY '58 PULSE JULY '58 PULSE JULY '58 ARB JUNE '58 ARB JUNE '58





“E” is an Egghead
On an intellectual plane.

The programs he likes
Are in a serious vein.

Of course, not all serious-minded people are *eggheads*. Most of them are simply looking for good, thought-provoking radio entertainment.

For more than 36 years KHJ has programmed with these “near-eggheads” in mind (as well as all the other types which make up the Los Angeles population) because we believe they comprise a much larger audience segment than most stations nowadays seem to realize.

Without becoming stuffy, KHJ’s FOREGROUND SOUND offers them the kind of stimulating radio fare that will hold their attention throughout the program (including the commercial). To completely penetrate any market, you must first penetrate the individual minds within it.

Never underestimate the variety of tastes that make up the Greater Los Angeles area. Here is a medium programmed to satisfy them all.

KHJ
RADIO
LOS ANGELES
1313 North Vine Street
Hollywood 28, California
Represented nationally by
H-R Representatives, Inc.



Timebuyers at work

Ray Sidor, Al Paul Lefton Co., New York, feels that when buying schedules for a product with limited or selective appeal, it is often wise to test stations for your specific audience. “In many cases,” Ray says, “the buyer has no valid information about the character of a station’s audience other than what may be inferred from the station’s programing. This can be misleading.” Ray reports that Al Paul Lefton over the past few years has tested stations for a gourmet-type food by offering a free recipe book demonstrating the product’s uses, and the results show the need for testing each market rather than making a general study. “In some markets, fm stations featuring good music out-drew the most popular am stations by a wide margin,” Ray says. “In other markets, am stations were our best buy, based on both total returns and cost-per-return. Our best efforts of the last few years have given us a good idea of which stations reach our particular audience. But since stations are constantly changing programing policies, we will continue to test rather than rely on past experience.”



Evelyn R. Vanderploeg, director of radio/tv media, Arthur Meyerhoff & Co., Chicago, comments that “everyone agrees the biggest time-consumer and headache-provoker for both salesmen and buyers is the voluminous paper work involved. Because of this, the upcoming personnel of both agencies and rep firms have little time to

really learn the business. From this has arisen the ‘buy the numbers’ theory.” Evelyn notes that the bigger companies have already instituted automation of a sort in an effort to ease the burden. In 10 year’s time, she says, it will probably be old hat to have all-encompassing automatic-processed availabilities presented on identical forms by all the station representatives, both quantitative and qualitative data. “Then the buyer,” Evelyn thinks, “will be known as an analyst, injecting into the final decisions the intangibles of station acceptance, credibility and integrity, together with sponsor’s needs and specifications. By that time, too, rate cards will probably be standardized and accounting procedures handled by a central billing system by the representatives.”

er,” Evelyn thinks, “will be known as an analyst, injecting into the final decisions the intangibles of station acceptance, credibility and integrity, together with sponsor’s needs and specifications. By that time, too, rate cards will probably be standardized and accounting procedures handled by a central billing system by the representatives.”

"What do you think of when I say 'Iowa'?"



The questioner, a beardless non-Freudian with hair crewed, and a vest, looked down expectantly.

Scene: Sub-basement of the Sherry-Netherlands. A depth interview progresses. Shall we keep eavesdropping? Let's. We didn't buy this two-color page to have you stop now.

The respondent's answer came through a canape. (Courtesy of WMT-TV. We don't fool around. This is called free sampling.)

"Rich prairie state, 56,280 square miles; nicknamed Hawkeye State; flower, the wild rose; motto, Our liberties we prize and our rights we will maintain; admitted to the Union in 1846. 734,600 tv homes. 88.1% saturation."

"Please be a little less specific," cautioned the interviewer. "You'll make this look too easy."

"Sorry, old shoe. It just buzzed off the lip. Try me on another." "Eastern Iowa!"

"WMT-TV."

"Tsk tsk. Try and hold it down . . . Eastern Iowa!"

"Punctured clouds, towering antenna, good living. CBS eye, oats rolling, smoke stacking . . ."

"Splendid. Now we're not getting some place. Keep obfuscating."

"398,600 tv homes in WMT-TV coverage area." "No no NO! Vague it up."

"400,000 homes?"

"Better."

"More than half the tv homes in Iowa?" "Splendid. Now who did you say you were?"

"I sell time for certain stations the Katz Agency represents."

Note the remarkable response to preselected *Iowa stations*. As an effort to conceptualization of the impact achieved by previous promotional efforts, this is revealing. The technique, which appears to be simple, is. To minimize work-association coloration (and risk of unfavorable response) audience is chosen by controlled random method. Much calculation, summarization and haggling over details is eliminated by the number of respondents (one). The value of dividing by unity cannot be exaggerated. Standard deviation becomes a thing of the past; dichotomous conflict is almost never encountered if care is exercised in selecting only non-schizoid respondents.

Our boy goofed in one area, though. He neglected to punch out fact that Cedar Rapids, Waterloo, and Dubuque, three of Iowa's six largest metropolitan areas, give Channel 2 (us) the nod too.



WPEN
THE FIRST STATION
IN PHILADELPHIA
TO OWN AND
OPERATE A
HELICOPTER



WPEN

STRENGTHENS ITS SERVICE TO THE PHILADELPHIA COMMUNITY



Ready for daily, on-the-spot traffic reports and special events coverage, the WPEN helicopter is at the disposal of Philadelphia police for emergency purposes. Police Commissioner Thomas J. Gibbons here accepts use of the WPEN Helicopter from station officials.

Here's how the City of Philadelphia benefits from the WPEN Helicopter



WPEN's Helicopter is serving social, religious, civic, fraternal and school groups all over Philadelphia at special events and outdoor activities. During its first month, WPEN's Helicopter entertained some 65,000 Philadelphia families at community functions.



The 'copter is being used freely for on-the-scene reporting and as an aid to the Fire Department for multiple alarm fires.

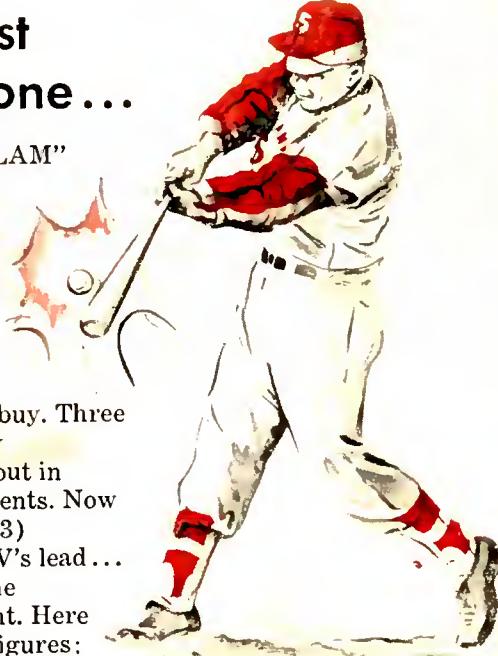


WPEN

Represented nationally by **GILL-PERNA** New York, Chicago, Los Angeles, San Francisco, Boston, Detroit

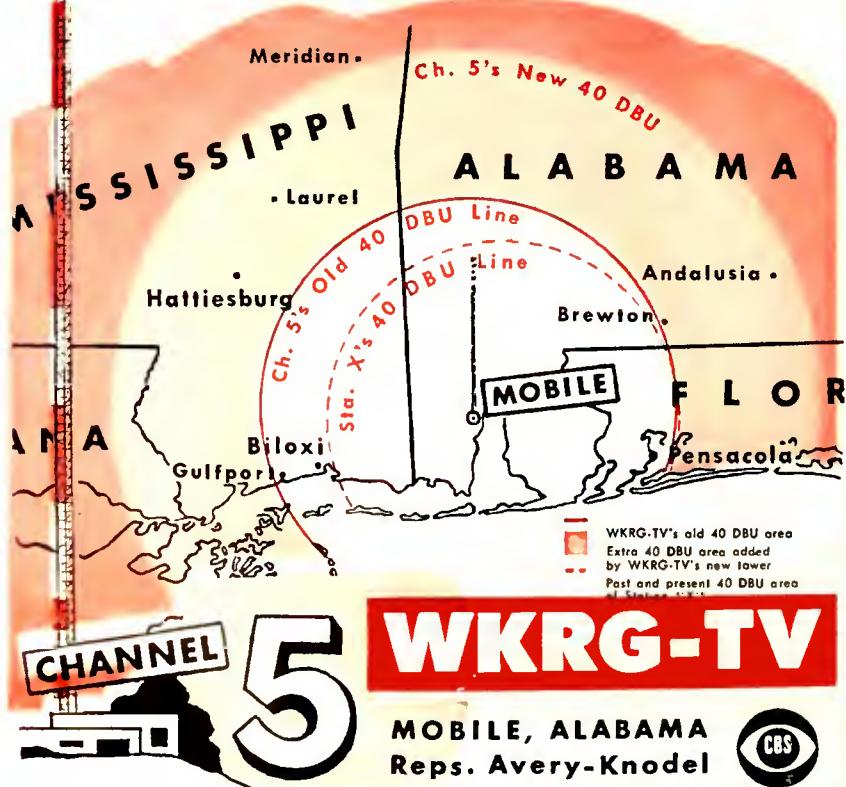
It takes just
one **BIG** one...

HIT A "GRAND-SLAM" HOMER with your every television schedule in the BILLION-DOLLAR-PLUS Mid-Gulf Area. Shows or spots, WKRG-TV is your best Mid-Gulf buy. Three recent surveys show WKRG-TV is 'way out in front in all departments. Now the new Nielsen (± 3) increases WKRG-TV's lead... by the day and by the week... day or night. Here are the circulation figures:



STATION	Weekly Daytime	Weekly Nighttime	TOTAL BONUS
WKRG-TV	157,730	176,950	
Station "A"	130,390	146,500	57,790
Station "B"	84,610	104,050	146,020
	Daily Daytime	Daily Nighttime	TOTAL BONUS
WKRG-TV	109,600	139,860	
Station "A"	93,060	113,230	43,170
Station "B"	48,670	61,220	139,570

For availabilities, call your Avery-Knodel man, or C. P. Persons, Jr., V-P & Gen'l Mgr. of WKRG-TV



49th an
Madis

Negro issue quote

I am in the process right now of reading your special appeal in the Negro Radio in your 1958 Fall Facts Basics

I would like to have permission to reprint and quote from this, as I think it is very excellent.

Norwood J. Patterson
executive director
KSAN, San Francisco

• Permission granted, of course, with the usual credit to SPONSOR.

Inquiries from low budget advertisers

Thank you very much for the excellent article on "MAOLA" in your September 13th issue.

In the short interim since the item ran, we have had quite a few letters of inquiry from advertisers with budgets in a similar area, indicating that the article has been of interest to many advertisers on this level.

Phil Davis
Phil Davis Musical Ent., Inc
New York

Private brands

The August 30 issue of SPONSOR carried an excellent article entitled "Private Brand Wars Spur Spot."

We would like very much to obtain thirty (30) reprints of this article.

SPONSOR Magazine continues to be to our way of thinking, one of the finest trade magazines in the business and we look forward to receiving it.

John M. Forney
Robert Luckie & Co., Inc
Birmingham

Tribute to Syd Roslow

I should like to take this opportunity of congratulating SPONSOR on its very excellent feature article in the September 20th issue on "The Pulse, Inc." and more particularly, of the wonderful analysis of what makes Syd Roslow tick.

As someone said years ago, "An organization is only the lengthened shadow of the man who runs it," and nothing is truer than this statement as to Syd.

Surely Syd and his charming wife (Please turn to page 32)

Q

Question:

What is the Most Sensational Development in the Nation's Economic Picture since January, 1958?

A

Answer:

The Phenomenal Rise in the Farm Market Income. The highest since 1953.

Here are the facts:

1957—Net Farm Income 11.5 Billion Dollars. The first quarter 1958 the net farm income has risen to the rate of 13 Billion Dollars per Annum. The second quarter 1958 has risen to 13.8 Billion Dollars per Annum. The Gross income for the first quarter of 1958 was at the annual rate of 36.5 Billion Dollars, and for the second quarter 38.3 Billion. This compares with the realized gross income of 11 Billion Dollars in 1940.

The Farm Market Division of the Keystone Broadcasting System, Inc. dominates the Nation's Farm Markets, serving 86% or 4,113,753 farms on the local level. 817 of Keystone's 1,041 affiliates broadcast one or more farm programs daily, especially directed to the local farmer's interests.

Fill in this coupon for a copy of Keystone's up-to-date analysis of this all important Market showing the actual number of farms in the Nielsen Coverage area of each of these 817 Keystone affiliates.



Keystone Broadcasting System, Inc.
111 West Washington St., Chicago 2, Ill.

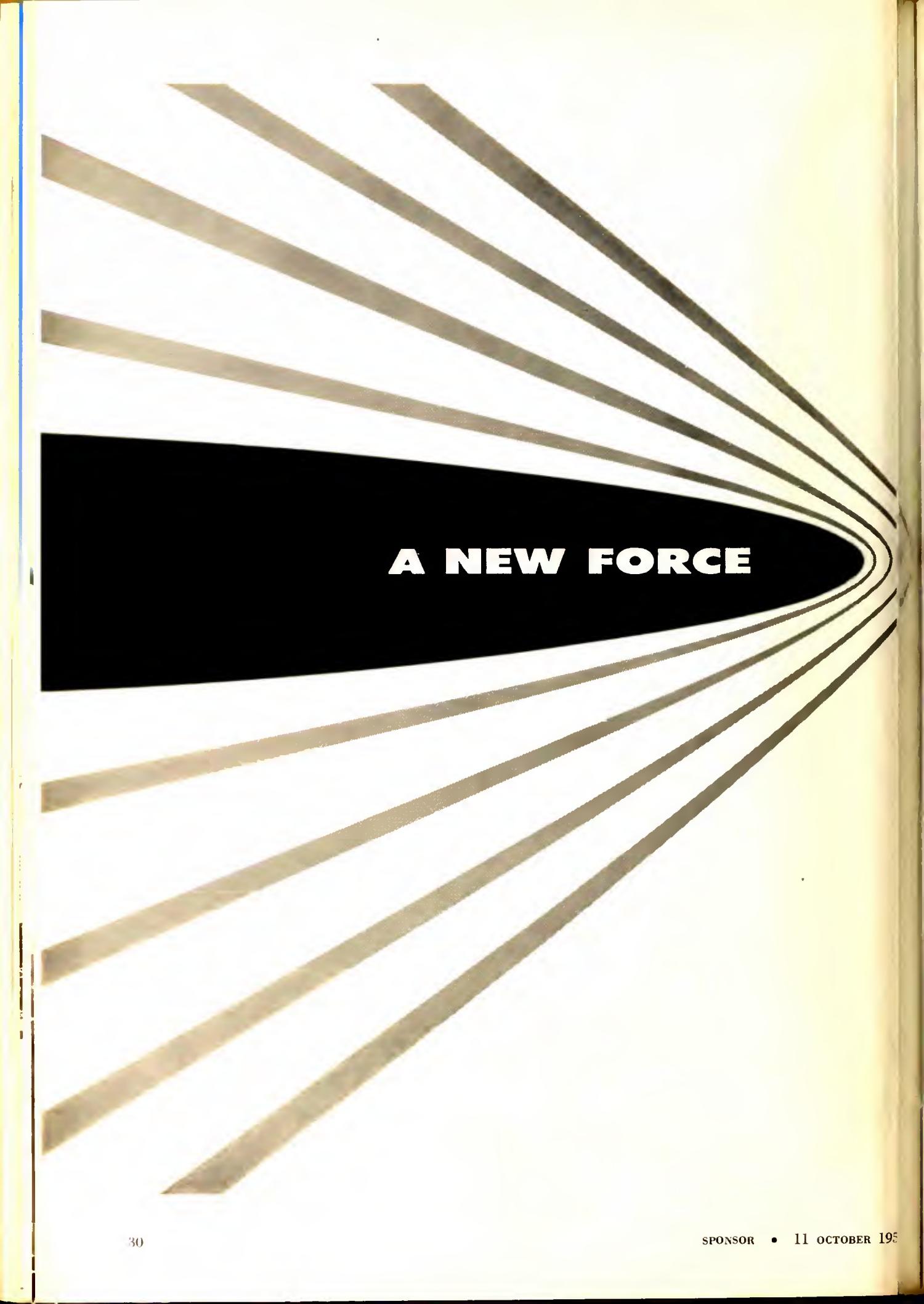
A.A.-9

Please send me copy of up-to-date Farm Market Analysis.

Name _____

Address _____

City _____ State _____ Zone _____



A NEW FORCE

ENTERS SOUTHEASTERN TV...

WTVJ BUYS WLOS-TV

WTVJ-Miami, for 10 years decisively first in South Florida, proudly announces the purchase of WLOS-TV, Asheville-Greenville-Spartanburg.

The same skilled, aggressive, and experienced management developed at WTVJ will now add new dimensions of greatness to a station already offering formidable advantages:

- A giant market of 62 counties in 6 states with 425,360 TV homes.
- TREMENDOUS COVERAGE PROVIDED BY THE SOUTH'S HIGHEST TOWER, 6089 FEET ABOVE SEA LEVEL.
- The only unduplicated network coverage of Asheville-Greenville-Spartanburg . . . making WLOS-TV the market's only single-station buy.

(Data from NCS #3)

*Ask our station representatives for the exciting story
of the new WLOS-TV and its vast market today!*

WLOS-TV

UNDUPLICATED ABC FOR
ASHEVILLE • GREENVILLE • SPARTANBURG

*Represented by Venard, Rintoul & McConnell, Inc.
Southeastern Representative: James S. Ayers Co.*

From Rochester's CHANNEL 10

A Double Toast to Our Advertisers:—

"EARS TO YOU"



"EYES LOVE YOU"



Yes, you get the majority* of the eyes and ears in the rich Rochester area when you advertise your product on

CHANNEL 10

* Rochester Metropolitan Area TELEPULSE March 1958

NATIONAL REPRESENTATIVES
The Bolling Co. WVET-TV
Everett McKinney WHEC-TV

In Rochester, N. Y.
**IT ALL
ADDS UP TO**



49TH & MADISON

(Cont'd from page 28)

Irma, should be an inspiration and a wonderful example of the opportunities that still exist in this country of ours for those who have sincerity and a fixed purpose.

Again, congratulations on an excellent piece of work and a very fine analysis of a very fine gentleman.

C. Fredric Rabell, mgr. dir.
KITT, San Diego

Hats off

My hat's off to the anonymous author of "... Nobody Gets The Business" in the August 16th issue of SPONSOR.

It should be required reading for everyone who buys or sells radio.

Charles A. Sprague, gen. mgr.
WMAX Radio
Grand Rapids, Mich.

Fall Facts omission

Congratulations on a fine job done on the Fall Facts Issue. However, one glaring omission was made on our list of represented stations. WMTW-TV, the Mt. Washington station covering the large Tri State Area of Maine, New Hampshire and Vermont is inadvertently missing.

Howard S. Shepard
research manager
Harrington, Righter, & Parsons, Inc.
New York

• SPONSOR apologizes for the inadvertent omission, is glad to put it into the record that the IRR&P test includes Station WMTW-TV.

Better selling

The treatment of our "Sales Basics" in SPONSOR was superb. From the extensive reaction I have received, there is no question regarding the impact of SPONSOR. Your circulation is readership.

I know that your exposure of these sales ideas are a contribution to the broadcasting industry in encouraging better selling.

Robert E. Eastman
Robert E. Eastman & Co., Inc.
New York

When you order reprints of the Bob Eastman story which starts on Page 36 of SPONSOR for September 13, will you kindly include 20 for WWJ and WWJ-TV?

This is one of the best articles on the subject I have seen in my 30 years of selling.

Edwin K. Wheeler, gen. mgr.
WWJ, WWJ-TV, Detroit

STARDUST

is NBC Radio's brilliant new programming concept that makes big-name talent available to even the most budget-minded advertiser. Liberally sprinkled throughout NBC Radio's weekly broadcasting schedule is a sparkling series of five-minute vignettes... fresh, timely entertainment, especially created for these

STARDUST

segments, and starring such show business greats as Bob Hope, Marlene Dietrich, Dave Garroway, George Gobel, altogether, two dozen of Hollywood and Broadway's brightest names. In most cases, arrangements can be made to add your star's personal touch to your commercials. No wonder, then, that

STARDUST

provides the maximum of prestige, glamour, and merchandising impact at a sensible low cost that makes network radio today's most efficient media buy.

NBC RADIO

Your Salesman for More Than 700,000

CALLS ON SIGHT IN THE SOUTHEAST'S BIGGEST, RICH MARKET



WSJS

TELEVISION

WINSTON-SALEM

Put your salesman where he can make the most calls at less cost. Buy WSJS-television's 713,062 TV sets in 75 Piedmont Counties in North Carolina and Virginia.



NBC
for
Winston-Salem
Greensboro
High Point
AFFILIATE

Call Headley-Reed

What tv and radio have done to N. W. Ayer



Warner Shelley, pres. of N. W. Ayer & Son, Philadelphia

They were ripping up the innards of the 14-story N. W. Ayer headquarters building in Philadelphia last week.

Outwardly all was the same. The solemn grey structure of Indiana limestone, considered the last word in "art moderne" when it opened in 1929, still frowned down on Washington Square and Independence Hall like a ponderously patient grandfather. The massive bronze entrance doors still bespoke eloquently the solid success of those who, according to Ayer's own motto, "Keep everlastingly at it."

But inside, energetic chaos prevailed. The lofty lobby (guaranteed to impress the last, most lucrative tycoon) was littered with tarpaulins and platforms and men carrying lumber. To the left, the famed Ayer Gallery was stripped of its distinguished paintings and piled with scaffolding and pipes. Upstairs, on the second floor, the Ayer Auditorium, scene of dozens of major meetings and client presentations, was being cut up and converted to a small tv theatre, a projection room, a cutting room, and film bureau offices amid a clatter of hammers and a squeak of wrenches.

Higher up, two full floors of copywriters (print, tv and radio, now unified in a single department) were settling into newly-finished quarters as air conditioning technicians fiddled with recalcitrant conduits. On the media floor, Ayer's corps of space-buyers-and timebuyers were negotiating with representatives in specially-designed new offices while painters and plasters put finishing touches on walls and woodwork.

Even the cathedral hush of the thickly carpeted 12th (top brass only) floor was broken as carpenters and electricians ripped open

HIGHLIGHTS OF THE N.W. AYER STORY

Since 1953, America's oldest agency has more than doubled in billings. Now near \$150 million mark with sharp increase in air media, Ayer's 1958 totals will show 40% in radio and tv

Page 36

In 1957 Ayer handled tv campaigns for 34 clients and radio campaigns for 29. This year's score is 46 in tv and 60 in radio. So far, in 1958 Ayer has prepared more than 116,000 ft. of tv commercials

Page 37

To handle new air-age problems Ayer has completely realigned its media, copy, art, and radio-tv departments with all its time buying and creative work co-ordinated with marketing

Page 39



Ayer president Shelley discusses an account problem with Robert F. Kurtz, v.p. in charge of Philadelphia headquarters. Background photos are of chief executives of N. W. Ayer clients, an exhibit which covers an entire wall on the service department floor of Ayer's headquarters building.

the walls of the executive conference room to install new projection and viewing equipment for slides, tapes, films, even 35 mm.

Only in the printing department (for years Ayer has maintained complete typesetting and printing facilities on its own premises) did the orderly pace of work proceed in the old, old way. Only in the printing department could you catch a glimpse of "advertising-as-it-used-to-be."

Elsewhere, however, the 90-year-old (in April 1959) firm of N. W. Ayer & Son, Inc., was undergoing profound and significant changes. And behind the outward, visible signs lay some solid and impressive facts:

- Since 1953, this grizzled veteran of a hundred advertising wars has more than doubled its billing. Ayer does not publish (and never has) its own billing figures. But Ayer executives nodded pleasantly when SPONSOR mentioned \$100 million, and you can be sure the total is well above that figure.

- During the same period, the

Philadelphia agency—long famous for its handling of print advertising—has sharply increased its use of air media. This year, approximately 40% of its total business will be in tv and radio.

- More Ayer accounts are using broadcast advertising. In 1957, Ayer handled tv campaigns for 34 clients, and radio for 29. This year the figures have jumped to 46 for tv, and 60 for radio.

- The preparation of air media commercials has become a major part of the agency's creative work. During the first seven months of 1958, for instance, Ayer produced 116,000 feet of tv commercials on film.

- Most significant of all, Ayer management, with nearly a century of successful operating experience to draw on, is again replanning and reorganizing the agency's activities for the new "Third Great Age" of air media advertising which seems to lie ahead.

To get a special insight into this planning, and for detailed knowledge of the personality, structure, and strategy of the modern N. W. Ayer, SPON-

SOR last week held a five-hour, uninterrupted conference with Warne Shelley, Ayer president, James M. Wallace, executive v.p., and other top ranking Ayer executives. It was, according to Ayer officials, the most thorough and comprehensive meeting ever held with a trade publication, and was supplemented by memoranda, additional talks with Ayer department heads, and a study of Ayer's documents (among them the official history by Ralph M. Hower of the Harvard Business School.)

Out of this, a fascinating picture has emerged—not merely the picture of how America's oldest agency is girding itself for tomorrow; but a complete panoramic portrait (past, present, and future) of the swirling changes and evolutions of the entire advertising business.

I. The 1958 Ayer Personality

N. W. Ayer, of course, has seen it all. It was preparing and placing advertising before tv and radio and photo-lithography and motivation.

N. W. AYER'S 1958 AND 1910 TELEPHONE ADVERTISING



1958: Above is frame from one of N. W. Ayer's 1958 tv commercials for American Telephone and Telegraph Co. which was carried on Bell Science shows, developed by Ayer after more than a year of testing and consultation with famous scientists and producers

1910: A print ad, at right, prepared for a member company of the Bell System. Ayer with an unbroken tradition, covering nearly 90 years of advertising agency work, can point to some clients, such as Steinway Pianos, for whom it has worked continuously for more than 50 years. Since 1869, N. W. Ayer & Son has handled nearly every type of advertising account, except liquor which it still refuses



The Telephone as an Employe

THE well-managed modern business house, or mill, or factory, has no dead expense.

Each employee, each tool, each machine, must contribute in proper proportion to the success and the profits of the enterprise as a whole.

The progressive manager has more than a TELEPHONE—he has a TELEPHONE SYSTEM and a definite TELEPHONE POLICY.

He realizes that the salary of an office boy or clerk will pay for a private branch exchange and that the salary and expenses of one traveling salesman will more than equal the cost of the most liberal use of local and long distance service.

He puts the telephone on his pay roll and makes it his most effective and profitable employee.

A weekly telephone talk with the live man at headquarters will add 25 per cent to the value of any traveling salesman

For rates and other information regarding service, call the District Manager

**The Central District and Printing
Telegraph Company**

BELL SYSTEM

research were even dreamed of. It antedates the airplane, the automobile, the telephone, the typewriter, and most of its clients, companies, and products. It was doing business (and very well, too, thank you) before the 15% commission, the five-day-week, and the Christmas office party had become standard advertising operating practices. Forty-four years ago it was plugging Camels "a delightful cigarette—only 10c for 20"; 51 years ago it was advertising Cadillac's "speed range 4 to 30 miles—price \$850"; 70 years ago it was promoting "Good Sense Corsets"; and 80 years ago its dazzling headline "A skin of beauty is a joy forever" keynoted a campaign for Dr. Gouraud's Oriental Cream or Magical Beautifier. Ayer has been around.

But what cannot fail to impress any knowledgeable advertising man who visits Philadelphia these days is the realization that, as the business has changed, so too has the personality, the "corporate image" of N. W. Ayer and Son, Inc.

Warner Shelley, 56-year old Ayer president, is a lean, suntanned, affable man whose talk is larded with practical down-to-earth observations about his clients' sales and marketing problems. He's a far cry from the austere, remote, Main Line, Rittenhouse Square, art-loving Quaker-oriented figure which provincial Madison Ave. over the years imagined as the "Ayer personality."

"Hell," said Shelley, discussing the De Beer's account, "before we took over, those Africans were up to their hips in diamonds."

James M. Wallace, Ayer's executive vice president and chairman of its all-important Creative Committee (described later), is a brisk, keen-eyed marketing strategist who obviously views every advertising problem in terms of its marketing implications.

He grinned when SPONSOR reminded him about Ayer's reputation for fancy art and pretty pictures in print advertising. "If you mean those photographs for Steinway and the French line series and the modern paintings in the De Beers campaign, we'll admit

'em and we're proud of them. They've worked.

"But before you begin typing N. W. Ayer as an art or literary agency you might consider these facts. During the past five years, we've intensified our work in the retail field. We've deliberately sought accounts in the food and drug business that would give us this retail background. Right now we're handling People's Drug, and Penn Foods, and we've been hiring more copywriters with retail experience than ever before in Ayer history."

II. Ayer's Attitude Toward the Air Media

This shift in emphasis, from pure advertising to broader, more practical marketing considerations, is of course typical of much high-level agency thinking today. But in Ayer's case it is backed by years of solid experience and a thorough awareness of the evolving nature of the agency business.

Here's what Shelley says of Ayer's 1958 attitude toward tv and radio: "We look on broadcasting as a tool of



Early this year, Ayer combined its writers and artists for all media in a single creative staff. All phases of a client's campaign are handled by the creative men assigned to it. Here Art Director Kubly develops a tv story board for Corning Ware. A four-color magazine ad for Corning, which Kubly also handled, shows up in background



James M. Wallace (left) Ayer's executive vice president, talks over sales strategy for Hills Bros. Coffee, with Hans L. Carsensen, vice president in charge of Ayer's Plans Department. Wallace heads up Ayer's "Creative Committee" which passes on all plans, proposals and client recommendations. Wallace has been associated with the firm since 1926

Among Ayer's most important tv activities are its tv weather shows for the Atlantic Refining Company which run on a year-round, five times a week basis in 35 eastern cities. Here, tv announcers who handle the Atlantic Weathercasts gather at one of the Atlantic Company's refining plants for an indoctrination and briefing session



marketing, useful in helping to make money for our clients.

"We regard it as an advertising medium, rather than as a form of entertainment.

"We never forget that the advertiser is not in the entertainment business but is *in his own business*, trying to make a fair profit by selling his goods and services."

For the full implications of these statements, and to realize how much of a change Shelley's attitude represents, it's necessary to go back a little into Ayer history. N. W. Ayer, like the entire advertising agency business, has been through two distinct phases or "ages" of air media advertising, and Ayer is now embarking vigorously on a third.

The first of these phases (the division is SPONSOR's, not Ayer's) might be called the "Radio Program Concentration" phase and lasted from the early 1920's up through World War II. The second, the "Tv Program Concentration" phase extended from roughly 1945 through 1957. And the third, the "Marketing with Air Media" age, is the present and future for which Ayer is now energetically organizing.

III. Ayer's Radio Background

Few advertising youngsters know it, but Ayer at one time held a commanding position in the radio field. Ayer, in fact, claims to have arranged the first sponsored program ever handled by an agency (for Shur-on Optica over KDKA, Pittsburgh, in 1922) as well as the first continuous sponsored network broadcast (the Eveready Hour for National Carbon in February 1924).

By the late 1920's and early 1930's, the Ayer radio department was probably the top operation in the agency business. Its spot radio timebuyers were considered among the country's best and it could claim such leading shows as Bob Hope, Jack Benny, Eds Crime Club and Great Jury Trials among its productions.

In those days, agencies went in heavily for the complete writing and direction of radio programs. The old Ayer offices at 500 Fifth Avenue in New York had a "whole floor-full of producers and scriptwriters," say Shelley. Ayer's radio operations were under the supervision of two men who later made their marks in network production - the late Doug Coulter, an

Harry Ommerle now v.p. for programming at CBS TV.

But this period of "Radio Program Concentration" and heavy involvement in actual show business operations was a passing phase for Ayer, as it was for many agencies. By the time World War II came along, Ayer had pulled back, was largely out of programming and had relatively little radio business.

IV. The "Tv Concentration" Period

With Ayer, as with most other agencies, the second air media phase—that of "Tv Program Concentration"—was a repetition of the old radio experience compressed into a much shorter period of time.

Back in 1940, Ayer arranged the first sponsored telecasts—the Penn football games for Philco and Atlantic Refining over experimental station W3XE (now WRCV-TV).

Following a wartime interruption in tv experiments, Ayer came back strong into the tv field and claims the first live tv "whodunit" (Barney Blake, Police Reporter) in 1948; the first film show ever specially built for a sponsor, Your Show Time, in 1949, and the first big and highly successful daytime tv program, the Sealtest Big Top in 1951.

Ayer also arranged one of the most outstanding tv spectacles of all time, Light's Diamond Jubilee, produced by David O. Selznick in 1954, and carried over all four of the then existing networks to an estimated 70,000,000 viewers.

But gradually, as tv evolved, the writing, direction, and production of tv programs passed largely out of agency hands. Even more important, agencies, like Ayer, began to realize that their main concern was, or should be, with selling their clients' goods and not with dabbling in the entertainment business. Both developments hastened the end of the "Tv Program Concentration" phase and opened up the new era of "Marketing with Air media" in which Ayer is now involved.

V. How Ayer Organized For Marketing

The most dramatic evidence of the change in Ayer's approach to radio and tv has come in recent months. In January, Ayer moved its timebuyers from New York to Philadelphia, and (Please turn to page 66)

AYER'S 70 BROADCAST CLIENTS AND WHAT THEY USE: 1958

	TV	RADIO
American Telephone and Telegraph Company	X	X
American Telephone and Telegraph Company-Long Lines	X	X
Armour and Co.	X	X
Armour—Independent Dealers	X	X
Armour—San Francisco	X	X
Armour—Southeast	X	X
Atlantic City Plymouth Dealers Association		
Atlantic Refining Co.	X	X
B. C. Remedy Co.	X	X
Bell System	X	
Bell Telephone of Canada		
Berks City Plymouth Dealers Association		X
Bissell Carpet Sweeper Co.	X	
Blue Bell Co.	X	
John H. Breck Inc.	X	
Butcher Polish Co.	X	X
Cannon Mills, Inc.	X	X
Carrier Corp.	X	X
Chesapeake & Potomac Telephone Co. of Baltimore	X	X
Chesapeake & Potomac Telephone Co. of Virginia	X	X
Chesapeake & Potomac Telephone Co. of Washington	X	X
Chesapeake & Potomac Telephone Co. of West Virginia	X	X
Chestnut Farms Dairies		X
Chrysler—Mopar	X	
Chrysler Corp.—Personnel		X
Corning Glass Works	X	
Dallas Plymouth Dealers Association	X	X
Reuben H. Donnelley Corp.	X	X
Jacob E. Decker & Sons		X
E. I. Du Pont de Nemours & Co.	X	X
Eastern Maine Plymouth Dealers Association		X
First Pennsylvania Banking & Trust Co.	X	X
Erie City Plymouth Dealers Association		X
G. E. Telechron	X	X
Gordon Baking Co.	X	X
Greater Cleveland Plymouth Dealers		X
Greater Detroit Plymouth Dealers		X
P. H. Hanes Knitting Co.	X	
Hamilton Watch Co.	X	X
Hills Bros. Coffee Inc.	X	X
Illinois Bell Telephone Co.	X	X
Insurance Co. of North America	X	X
Jefferson City Plymouth Dealers Association		X
Howard D. Johnson	X	X
Johnson & Johnson	X	X
Kansas City Plymouth Dealers Assn.		X
Knouse Foods		X
Michigan Bell Telephone Co.	X	X
Philip Morris Co., Inc.	X	
Revelation Tobacco	X	
Northeastern Plymouth Dealers Assn.		X
National Dairy—Sealtest	X	
Northern California Plymouth Dealers		X
Ohio Oil Co.	X	X
Philadelphia Bulletin		X
Plymouth Division of Chrysler	X	X
Polk Miller Products Corp.	X	X
Portland Plymouth Dealers Assn.		X
Sheffield Farms, Inc.	X	X
San Francisco Plymouth Dealers Assn.		X
Sealtest Supplee	X	X
St. Louis Plymouth Dealers Assn.		X
Tasty Baking Co.		X
Toledo Plymouth Dealers Assn.		X
Twin Cities Plymouth Dealers	X	X
United Air Lines	X	X
Western Maryland Dairy		X
Stephen F. Whitman Co.	X	X
Worcester Plymouth Dealers Assn.		X
Yardley & Co.	X	

Videodex reports 141 cities, and



Measurement strategy: Allan Jay (l), managing director of Videodex, confers with New York systems and methods consultant N. L. Bedford. Jay was one of Videodex founders in 1948

- ☛ Cities covered by Videodex local ratings reports now total 141; feature film titles are also included
- ☛ Among future expansion plans of research firm is one for instantaneous tv ratings with radar equipment

What Videodex surveys: Television viewing, national and local, on a regularly reported basis. Also station penetration of markets and counties on regularly reported basis.

Kinds of reports: Network Tv Reports, issued monthly, include net ratings, multi-city ratings, program schedules; Network Tv Reports, quarterly, include sets-in-use by time

zones, audience composition by time zones. Individual City Reports, monthly, separate reports for each 29 markets. City Reports, quarterly, comprise station index for 29 markets, separate reports for each, separate market ratings in about 112 markets, county-by-county station penetration.

Times reported: Seven days each month are surveyed; ratings reported by $\frac{1}{4}$ hours.

Technique: Diary method (See box, page 41). In special assignments, telephone also is used.

Extras: Such supplementary material also is offered: Regional net tabulations; analysis of frequency that homes view a program duplication, cume ratings, audience turnover; audience flow; spot audience measures; station coverage by market; classification of tv homes by family characteristic and viewing patterns, research on products and brand purchases of tv set and non-tv set homes.

In the competitive business of furnishing ratings and audience data to the broadcast industry, no research firm stands still; new information must be ploughed up, new markets added to keep pace with the growth of air media. Videodex, Inc. of New York City and Chicago, is no exception.

Within the past three months, Videodex has added about 20 new market to its local ratings reports lists, bringing the total of cities now reported monthly and quarterly to 141 (quarterly 112, monthly 29).

It has extended its data this year to include in these reports the titles of feature films shown, affording advertisers a guide to what fare is being telecast and which types attract the large audience.

As for future plans, Videodex is conducting exploratory discussions with several electronics groups on reporting the television audience instantaneous by using radar principles. Such an approach would, according to Allan Jay, managing director of Videodex, eliminate the high fixed cost of leased telephone circuits and enable thousands of homes to be sampled. The firm may be able to release more particulars on this phase of its television measurement in the not too distant future.

From its beginning in 1948 when it began in Chicago and reported tv viewing only for that market (it added more markets in a matter of months), Videodex aimed its service primarily at the tv sponsor. Its preoccupation with the sponsor has continued, and to day about two-thirds of its dollar volume comes from advertisers themselves.

Score of new markets in last quarter

This preoccupation which prompts Videodex to dig for information that will continue to attract the advertiser as a primary client is based on an acquired economic dependence on the advertiser. To Videodex, he represents maximum stability as well as a broader base (there are more advertisers than advertising agencies, more agencies than tv stations).

So today, with more than 250 subscribers to its services, the percentage of categories breaks down as follows: 60% advertisers; 4% stations; 36% ad agencies, trade associations, film producers, networks, etc.

How does Videodex rate this preponderance of advertising clients? The answer probably lies in the variety of detailed information it offers in addition to ratings. For the network advertisers or national sponsors of syndicated film, there are summaries for each market by shows and by competition; for the spot advertisers, these summaries serve as guides for buying adjacencies for announcements. Cost efficiency analyses for client advertisers show cost-per-1,000, and where an advertiser has the type of product that is purchased almost exclusively by one sex or another (such as lipstick or shaving cream), he may get his cost-per-1,000 translated through audience composition into the cost of potential customers reached.

Also available to the advertiser are ratings analyses, data on cumulative audience ratings (different homes reached), averaged ratings, audience reaction to commercials (whether they regard them as "interesting," "neutral"

THE RATINGS SERIES

This series which began last month is scheduled in following issues:

The Pulse	20 Sept.
ARB	27 Sept.
Trendex	4 Oct.
Videodex (this week)	11 Oct.
G. E. Hooper	18 Oct.
A. G. Nielsen	1 Nov.

VIDEODEX DIARY TECHNIQUE

1. Selecting the sample: From tv set sales data furnished Videodex by manufacturers, the research firm sets tv families for its diary panel.
2. Enlisting the diarists: From the sample, a name is selected and contacted by mail. The obligations of keeping a diary are explained (a diarist is required to keep a diary for one week each month for seven months, at the end of which period she is replaced by another). At the same time, she learns of the Videodex premium plan. Videodex rewards its diarists with premiums; since it is usually the housewife in a family who selects the premium, the majority of diary keepers are primarily housewives. When the diarist agrees to take over the survey, a diary is mailed to her, and this is followed up by a call from the local Videodex field supervisor. Across the country, there is always a minimum of 9,200 families keeping a Videodex diary.
3. The diarist is notified when rating week will be this month. This information comes directly from Videodex and the notice is short to eliminate the chance that stations switch programming to throw weight in surveyed week.
4. Keeping the diary: The diarist records times; channels; programs viewed; how many men, women, teenagers and children are watching; opinions on programs; reaction to commercials. At end of week, diary is sent to Videodex in Chicago. The first report from each new diarist is never included in the tabulations of a Videodex report; it serves only to test her panel eligibility.

SECOND DAY		Time	Program	Number Viewing			Opinion of Program			Opinion of Commercial		
From	To			Men	Women	Teen	Child	Excellent	Good	Fair	Poor	Bad
5:00	8:30	WXXX-TV Party	9	1	0	2		X		X		X
7:30	9:00	K22710 Parade	11	1	1	2	X					
				1	1	1						

or "irritating"), opinions of programs ("excellent," "good," "fair"), coverage overlap, etc. From a Videodex Spot Tv Summaries and Cost Efficiency Analysis, for example, an advertiser can tell at a glance which announcements are reaching the wrong audience or costing a disproportionate price for a given time slot. On special assignment, Videodex also produces research data on consumer product and brand purchases.

Among the first advertiser clients to Videodex in the days it began measuring the Chicago tv audience a decade ago were television manufacturers such as Admiral, RCA and Zenith. Their reason for subscribing was simple; all of them were using the new medium to

advertise their lines of tv receivers. They were anxious to know how their shows were doing (RCA, for example, with its *Kukla, Fran and Ollie*) and to know where the tv sets were. Videodex pointed out to them that no one was in a better position to find out where the sets were than the manufacturers themselves inasmuch as their dealers had placed them. Thus was formed a sort of alliance between the manufacturers and Videodex which included manufacturers' sales records information being passed on to the research firm. (This information of where sets are sold is still the basis for Videodex selection of samples; it also gives them the advantage of knowing who are new set own-

(Please turn to page 70)



Full scale production of radio spots compares favorably with treatment of "pop" recordings. Producer-conductor Phil Davis (above) leads large group in taping jingle series. Production costs and rights for well-made jingles start at \$2,000 for local use, running higher for regionals

How to produce a top radio spot

- SPONSOR surveys advertisers, agencies, jingle producers and comes up with cost guides, production hints
- New radio commercials may cost more, but they're planned, produced and scheduled more effectively now

Following up last week's story on Spot Radio Commercial Survey Winners (see SPONSOR, 4 October) is this week's practical guide to radio commercial production. Ad men wanted to know how to go about making a set of commercials.

Apart from general trends, they were curious about the specifics of what's actually being done with radio commercials today.

In response to these basic queries on costs and techniques, SPONSOR interviewed advertisers, agencies, networks, reps, stations and the jingle producers. Of all responses, here were the most practical hints on "How to produce a modern radio commercial":

- *The natural sell:* a combination

of the best in hard sell and soft sell, today's natural approach is "medium boiled." Raymond Scott, whose Jingle Workshop has made spots for American Tobacco and RCA Victor, told SPONSOR this: "The ideal commercial is a tune that evades your guard, becomes a part of you, and keeps on orbiting until the sales message is triggered."

• *Local spots "integrated"* for music-and-news: The best spots fit into, don't disrupt, local music programing. Frank Woodruff of Peters, Griffin, Woodward points out: "The good commercial deserves and gets special production attention. It becomes a focus of interest with the right music leading in and coming out."

- *Network humor:* NBC Radio's

"Stardust" concept is leading a trend back to comedy programing and humor—correctly used—in commercials. Some of these salesmen are Bob Hope for Buick, Bob & Ray for Lucky Strike, Ed "Archie" Gardner of Duffy's Tavern for Pabst and George Gobel for Peak anti-freeze. George A. Graham, Director of Sales Planning, estimates that one-third of commercials in "Monitor" are delivered by these and other NBC stars.

• *Radio commercial budgets.* For its upcoming '59 campaign, Schlitz is spending about \$10,000 for music experiments and submissions alone. Naturally, a 13 week non-music commercial can still be made for a few hundred dollars locally, up to one thousand dollars for national use. *For a guide to top production of commercials with music, see SPONSOR estimates on the next page, taken from actual invoices to representative clients.*

• *Big name talent* is now back in radio commercials. After several years' absence, stars again regard commercials as legitimate area of showbusiness. Schlitz will use Peggy

Lee, Billy Eckstein and Nelson Riddle. Recently, Margaret Whiting made spots for Esso and the Cordettes recorded for S&H stamps. Although some observers say the commercial tunesmiths can't be topped at writing jingles, some songwriters have written excellent commercials, such as Richard Adler's series for Newport cigarettes.

- *Full scale production* is undertaken by many sponsors. Gillette used \$6,000 worth of orchestra in its openings and Chesterfield used 24 voices in its recent "Sound off" campaign.

- *Over-production* is being avoided, on the other hand. Viceroy's current

jingle uses one voice without instruments. Insiders say that over-production of submitted samples is dangerous. They ask for one voice and one piano or just say: "Play it on the piano for me with one finger." Reasoning is that client may be influenced by the production rather than the inherent tune and lyrics, suffering disappointment later.

- *Promotion jingles* for stations and networks hypoing call letters, news, weather, programs and other audience attractions are now excellent. One music industry executive called these promotions "the best music commercials

being produced today, bar none." In line with this impressive new trend, NBC is about to schedule a series of Count Basie spots to promote their affiliates. The theme will be "all day entertainment."

- *Regional commercials* are now regarded as the full equals of network spots. In RAB's annual awards and in the recent John Blair list of 10 best commercials regional commercials walked away with as much glory as network entrants.

- *Submittals: \$150 to \$500.* Although the business of producing com-
(Please turn to page 70)

TYPICAL COSTS OF WELL-PRODUCED JINGLES

Here's a budget guide to buying jingles today. The three lists below, taken from actual invoices, include: creating, performing and recording jingle. For simplicity, prices are for "wild" spots used outside programs.

The samples are: one spot used locally in one to ten markets; two spots used regionally in 11 to 60 markets; and one spot used nationally in unlimited markets. The cities of New York, Chicago and Los Angeles are excluded from local and regional broadcast rights, but are included in national rights. In cases where material is rented rather than purchased, these fees would be lower.

(If spots are used within local or network programs, there are additional fees for singers, actors and announcers. In the current AFTRA Transcription Code, these range from \$60 to \$640 per spot and per performer depending on whether use is local, regional or national. These performers are also entitled to AFTRA talent repayments for each additional 13 weeks of use.)

There are no additional fees for musicians.

PRODUCTION COSTS:

	<u>One local spot</u>	<u>Two regional spots</u>	<u>One national spot</u>
1. Talent			
Vocalists	\$ 60.00	\$ 504.00	\$ 320.40
Announcers	84.60		
2. Musicians			
(A. F. of M. transcription scale, including leader)	270.00	1,120.50	765.00
3. Incidentals			
Payroll tax, bookkeeping	41.46	162.45	108.54
Instrument cartage fee	6.00	10.00	10.00
Special instruments rental	20.00	24.00	24.00
AFTRA Pension & Welfare Fund	7.23	25.20	16.02
A. F. of M. Trust Fund	100.00	100.00	100.00
4. Arrangements of vocal parts and orchestra accompaniment	50.00	250.00	350.00
5. Recording*	169.00	294.11	175.00

BROADCAST RIGHTS:

Outright purchase of original music and material	1,500.00	2,500.00	3,500.00
--	----------	----------	----------

TOTALS: **\$2,308.29** **\$4,990.26** **\$5,530.03**

*Plus mastering (\$30-40 per side), pressing (\$1.25 each), packing and shipping.



Weathermen: Inspecting the radar weather-tracking station are (l to r): Arnold Dietz, manager Sound Radio, Inc.; John Bates, vice president radio/tv of Lambert & Feasley, agency for sponsor of weathercasts Phillips Petroleum Co., Robert E. Mitchell, vice president WINZ, Miami

Phillips buys radar weathercasts

- Will storms hit Hialeah track before the fifth race? Now radio plus radar comes up with immediate answers
- Phillips Petroleum begins using three east coast Florida stations to keep public informed half-hourly

In national spot radio across the country, Phillips Petroleum hews to the public service approach—weathercasts and newscasts. This week, Phillips went a step further *radar* weathercasts for a section of the country where weather is the prime commodity.

The stretch from Palm Beach south to Miami, a major strip of playland subject to the vagaries of tropic weather, is now being tracked weatherwise by a radar installation set up at a cost in excess of \$100,000 atop the Golden Gate Hotel between Miami and Ft. Lauderdale.

Beginning this month, weather reports will be broadcast twice each hour

over three participating radio stations: WWIL, Ft. Lauderdale; WINZ, Miami, and WEAT, Palm Beach with Phillips (through its agency, Lambert & Feasley, Inc.) as major sponsor.

So immediate and accurate are the radar reports that the Miami fisherman will know exactly when he has a clear sail to Bimini, the Ft. Lauderdale or Palm Beach golfer will know when and on which tee rain is due to fall.

The plan was developed a little over a month ago when Arnold Dietz, director of Sound Radio, Inc., presented the idea to WWIL.

The station, in turn, took the con-

cept to the advertiser in that area which it considered among the most progressive—Phillips Petroleum. Phillips has an added stake in the area with its lavish Pier 66 Restaurant and Marina at Ft. Lauderdale.

The local jobber and division manager for Phillips thought so much of the plan they immediately contacted the home office. Reaction was prompt. To a Ft. Lauderdale meeting came Larry Dellasega of Phillips' ad department in Bartlesville, Okla.; John Bates, vice president and director of tv and radio for Lambert & Feasley; Manager Tom Gilmore and Bill Logan from Phillips' Tampa division, and John Dunscombe and Darrel Smith, partners and owners of Everglades Oil, jobbers for Phillips in the Ft. Lauderdale area.

Result was a 52-week buy on the three stations which is being heavily promoted by outlets and clients; chief promotion—on-air plugs, newspaper ads and broadcast schedule cards distributed in hotel rooms in the area and at Phillips service stations.

Air media: department store lifeline



Rehearsing Barker Bros. videotaped commercial (l to r) are: Kenneth Pelton, Barker's ad director; John J. Mahoney, exec. v.p. and merchandising manager; Rod Mays, pres., Mays & Co., and announcer Steve Martin

- Here's how L.A. stores use radio, tv for several functions
- Increasing competition can be challenged, retailers learn

Department stores, in a general way, have been in roughening economic water during the past few years. A combination of things—new population-shopping patterns, new forms of retailing—have conspired to obsolete the traditional department store customer franchises.

In short, people are buying more than ever, but department stores' sales volume is not keeping pace. And with overhead rising faster than sales and/or profits, the "big" stores now face the need for stronger selling than ever.

Clearly, a re-examination of media,

with an eye toward strengthening advertising impact, presents a fertile area for exploration by department stores. And any re-examination can move in one direction only—from newspapers, traditional medium for department stores, to air media.

While the use of radio and/or tv is not unknown to department stores, a successful campaign, waged on either, still warrants some "success story" attention and is all too often regarded as atypical.

There are signs that this traditional department store reluctance for air media is beginning to crack. The relatively few of these retailers that have tried air media, have usually done it on a test basis: local newspapers on strike, a special promotion, blandishments from local salesmen.

Department stores spend an estimated \$400 million annually for their advertising. As might be expected, a

sum of this consequence has attracted additional pressure to try air media from TvB and RAB.

For those department stores that have used air media successfully, the techniques have been specific. Yet there is no one definitive way to use air; one strategy answers the need for one store, a different one for another. There is, though, one basic fact that comes through: air media will provide strong selling support whether used for a "one-shot," a store opening, a special sale, or over a long period, to build an image for an overall sales gain.

Ideally, any department store could score the best sales gains by employing every medium available—radio, tv, newspapers, outdoor, etc. But even \$400 million is not enough to touch all of those with any degree of dominance. So the need arises for selectivity.

Though the best combination of advertising for a department store is air plus print, if it's impossible to achieve much prominence with both, then generally, air media alone will do more. The really important thing is to use enough advertising, no matter where it runs.

Should department stores use radio over tv, or *vice-versa*? No, both offer unique advantages. Consider radio, for instance.

- Broad coverage—97% of all homes have at least one radio in use.
- Better suburban coverage.
- Instant accessibility—messages can be changed in minutes.
- Complete flexibility—concentrated messages on various days; selection of audience types via programming.
- "News" value—an aura of urgency and action.

Tv, of course, shares some of these

Sears' Roebuck & Co. presents public service information with three daily traffic reports from helicopter. Shown (l to r) K. R. Barton, L.A. Group Mgr.; Al Hubbard, KABC; R. B. Gibson, L.A. Group sales promotion and merchandise mgr.; Don Johnson, account exec., The Mayers Co.



characteristics. But it has a unique characteristic, related this way by TVB: "In the final analysis, as history will probably record, it was the retailer who inspired the invention of tv. For, it was he who centuries ago proved that face-to-face demonstration is the best way to sell."

As in characteristics, both radio and tv share successful techniques. Both are most effective with dominance, if not saturation. Both provide quick action, so are best when they are matched with normal heavy selling days, or keyed closely with special promotions.

On the other hand there are differences. Radio works best with familiar items, where a mention can create a mental picture. Conversely, one of tv's strengths is its ability to take a new product and, with demonstration, acquaint a considerable majority of the store's customers with it instantly.

To demonstrate how department stores can and do use air media effectively, SPONSOR recently conducted a study of many of the major stores in Los Angeles. This city was picked because its department stores, as a whole, use air media to a greater degree than most other cities. It is important to remember that all of these stores are located in the same area—metropolitan Los Angeles—and so are competing for the same customers, in the larger sense. Yet each sells in a different way, by tailoring its use of air media to correspond, and so carves a niche for itself that sets it apart.

Hinshaw's, a relative newcomer to the L.A. department store scene, turned to tv to get quick recognition and acceptance. Current vehicle is show called *Hinshaw's Holiday*, combining adventure, travel. Shown, left, Ezra B. Hinshaw, store president, with producer Bill Burrud



Barker Bros. A few months back "the world's largest home furnishing store" shot 23 one-minute commercials on videotape. These tapes are still running, two a day, on KTTV. Each is preceded by a one-minute live pitch, delivered by announcer Steve Martin who also appears in the taped portions.

"The taped segments were never intended to stand as completed commercials," explains Mays & Co. president, Rod Mays. "They are designed to sell an abstract concept of the store in terms of size, price policy, quality and selection—factors not discernable in newspaper advertising."

The tapes, which cost less than \$100 each, cover all nine floors of the store. Some concentrate on individual sections, others on entire floors. No items are singled out. The one-minute lead-in covers specifics—a sale or discourse on something like price or quality.

Barker's has been a long-time user of saturation radio, is currently using an average of 50 per week on six independent stations. They are mostly 60's with some 20's and 30's. It began using tv in 1949, has been on since. Besides the current two-a-day schedule on KTTV, it adds a package of about 10 20's on KRCA for its six promotions a year. A corollary package of 150 spots on radio is also added for the promotions.

J. C. Penney Co. "We have to use radio to keep 44 branch managers happy," explains John T. Lucas, west coast ad director for the chain, who

places co-op advertising for all of the stores. Five years ago, when Lucas added radio, "the agitation among the managers to drop it was really rife," he recalls. Yet this fall the same managers voted unanimously to add a second radio station rather than a third daily.

The change of mind came through testing—radio against newspapers. A radio-only promotion on nylon hose, a regular "special" with the chain, upped business 25% on the item over-all, and one store, previously having trouble moving the item, noted a 70% increase. "These results are remarkable," Lucas points out, "in that the item had been stocked for six months and advertised right along in newspapers."

Normal Penney scheduling calls for 60's (40%), 20's (30%) and 7's (30%). The chain has tested the 7's on single items, found heavy response by concentrating on price appeal. The chain puts 60% of its spots between 10 a.m. and 12 noon, 20% between 2 and 5 p.m., the balance from 6 to 9 p.m.

May Co. No stranger to radio, this company has backed up its six-store-wide sales with as many as 14 stations. But recently, explains Walter T. Powers, advertising and promotion director, "we wanted to create a prestige image to back up our other advertising. Fm seemed right for the idea we wanted to convey: a relaxed invitation to shop at the May Co."

Experimenting with spots showed that fm was best used, not for single items, but for over-all soft sell. Once that was learned the store went ahead in the grand manner: full sponsorship of a new all-night, 11 p.m. to 6 a.m., every-night musical show called *Music in the Night*. "What we are doing," Powers says, "is creating rather than inheriting an audience."

Hinshaw's Department Stores. A relative new-comer to the area, this company was seeking quick recognition. "We chose another late-comer, tv, to put us on the map," says president Ezra B. Hinshaw. Knowing that women do most of the department store buying, Hinshaw turned to Nielsen studies, found that there is a higher percentage of adult women viewers for travel-adventure shows than for any other type. He began by using half-hour shows, is still using them. To tie-in

(Please turn to page 89)



Machine tactics get out the WOW listener vote

► In a state which doesn't have electric balloting, Nebraska station approaches its audience on basis of novelty

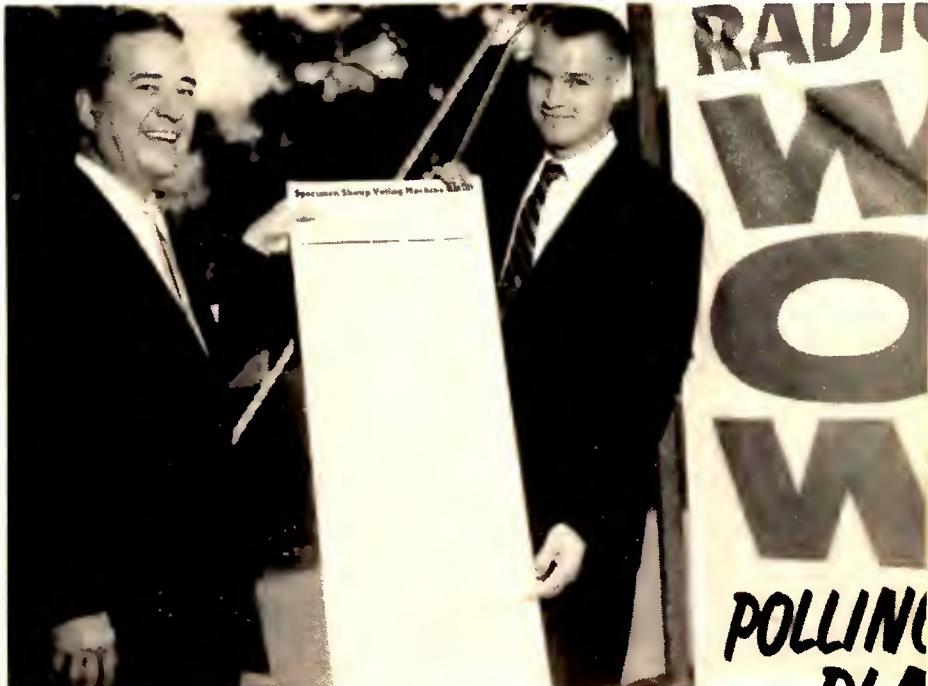
The big headache inherent in any station's audience research is that:

- It's costly and takes a lot of time;
- But when all's said and done, the fancy figures soon fade into dull memory or get out of date.

Currently WOW, Omaha, is distributing what it hopes is a novel solution to some of these drawbacks. True, the sampling methods in WOW's study won't win a Census Bureau prize (nor does the station make any bones about that). What it has evolved, however, is an attention-getting piece of research showmanship which contains some worthwhile clues for both agencies and the station's own programers. And what makes the whole thing more than just a gag is that WOW's catch-'em-on-the-run technique eventually produced a sample that has a pretty respectable resemblance to the measured audience of the area.

Here's what WOW did:

At the suggestion of sales manager W. O. (Bill) Wiseman, it got three Shoup voting machines—the kind commonly seen at election time (and on exhibit in the American pavillion at the Brussel's Fair). These were set up at the Nebraska State Fair in Lincoln for eight days, then were spotted for a week at various locations in Omaha. One important point about the electric gadgets was their novelty; most of the voters had never seen one before, since



Gov. Victor E. Anderson and Bill Dunn, WOW radio prom. mgr. exhibit type of ballot used at Lincoln, Nebr. State Fair to get audience reactions to radio program types. Also polled Omaha

Nebraska doesn't use them.

Fifteen questions dealing with qualitative matters appeared on the ballots. In all, some 4,000 listeners (74% adult and 26% teenage) expressed their opinions, breaking down thus in comparison with the annual Pulse of the area:

	WOW	Pulse
Farms	41%	23%
Towns under 8,000	21	27*
City	38	50

*Rural non-farm.

As for the findings themselves, here are some of the highlights:

In the music category, popular fare was at the top in both city and country. But there was much less agreement on other musical types, as the accompanying table shows. By age groups, too, marked differences turned up. For instance, in the ballots cast at the State Fair, 48% of the teenagers voted for rock 'n' roll; but among male adults, 40% voted for current pop hits and 42% for military bands;

and 40% of the women favored waltzes.

As might be expected, news came in for some heavy balloting, with the 15-minute segment rated most popular (see tabulation). Moreover, there seemed to be little geographical difference in frequency of listening; the average was 2.1 newscasts per day in Oma-

ha and 2.7 outside. Here's another facet of the situation:

Listen twice daily	29%
Listen thrice	23
Listen five times	21
Listen once	16
Listen four times	11

When voters at the State Fair were

asked "Whichever helps you most in your day-to-day farm operation?" the answers came out thus:

Television edged radio 32% to 30%. (For whatever you want to read into it, WOW researchers will remind you that about 40% of the tv vote was by teenagers.)

Farm magazines trailed with 15%, farm newspapers, 12%, and general newspapers 11%.

(Note: In a recent study of farmers' communications activities conducted by the University of Wisconsin on a financial grant from WBAY-TV, Green Bay, it was found that farmers devoted 52% of their mass-media time to tv and 34% to radio; see SPONSOR, 29 March 1958, page 38).

Indeed, radio's unshakable physical grip on farmers is evident from WOW's findings on out-of-home sets. Some 33% of the voting farmers said they had sets in their barns; 13% had them in milksheds; 40% in trucks; and 13% on tractors.

Like all modern researchers, WOW's crew salted the ballots with some "warmup" and "encouragement" questions to get the voters into the spirit of the thing.

For whatever their sociological-political merit, here they are:

For President of the U. S.—sales manager Wiseman describes the results thus:

"Nixon got the nod with 36% of the total vote, and Kennedy and Stevenson rank second and third. Actually, 54% of all votes cast were for Democrats in normally Republican Nebraska. The ladies voted heavily for Nixon and Stevenson and the Kennedy vote was top-heavy by men."

Legalized bingo—Won 3 to 2. The "for" vote was split about evenly between men, women, and teenagers. (Bingo, incidentally, is a hot matter in Nebraska and will be voted on next month.)

State sales tax—There wasn't much support for this one. The voters, 6 to 1, apparently wanted to uphold Nebraska's longtime claim as "the state with no sales tax and no bonded indebtedness."

Salesman-researcher Wiseman currently is expounding his survey to Omaha agency people at a series of luncheons.

Meanwhile he says he will send it to other agencies and advertisers who are interested.

HOW WOW VOTERS RANKED MUSICAL PREFERENCES

	Total Vote	Votes at Fair	City Vote
Longtime pop hits	1st	2nd	1st
Current pop hits	2nd	1st	2nd
Rock 'n' Roll	3rd	3rd	7th
Old familiar songs	4th	4th	3rd
Classical	5th	8th	4th
Western-country	6th	5th	8th
Waltzes	7th	7th	5th
Hymns	8th	6th	9th
Military bands	9th	9th	10th
Swing-jazz	10th	10th	6th

NEWS PREFERENCES BY LENGTH AND TYPE

BY LENGTH

	All	At Fair	City
15 minutes	43%	36%	50%
10 minutes	27	27	26
5 minutes	25	29	21
Over 15 minutes	6	8	3

BY TYPE

Weather	51%	43%
Sports	18	24
Livestock market	16	11
News analysis	14	19
Grain market	1	3

In the only specific preference, 100% of the voters segmented into either overall newscasts

No sooner done than said



INSTANT NEWS

KFWB's News Department

**is on the air 66 times every day with
scheduled news, sports, weather reports.**

Other important news "when it happens"

**Every item is re-written in colorful
COLOR RADIO style by the most competent
news crew in Los Angeles radio**

News on COLOR RADIO is instant...

**it's electronic...it's an important part
of KFWB's rocketing ratings
in the Los Angeles market**

Buy KFWB News...first in Los Angeles

Channel
98 my mommy listens to
KFWB

6419 HOLLYWOOD BOULEVARD, HOLLYWOOD 28-HOLLYWOOD 3-5151

ROBERT M. PURCELL, Pres. and Gen. Mgr. • MILTON H. KLEIN, Sales Mgr.

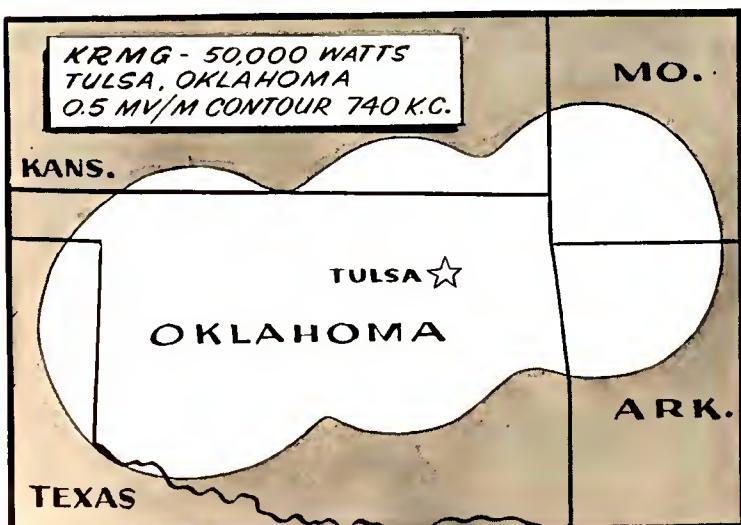
Represented nationally by JOHN BLAIR & CO.



POSTCARDS...

we got
postcards
from listeners
to Regional
KRMG Tulsa

*all we said was "drop us a card"
and we got 87,312 postcards!*



During our one week "Big Surprise" promotion July 1 through July 7, these KRMG personalities offered table model radios to lucky listeners. Despite the modest prizes, they received 87,312 postcards . . . proof of Regional KRMG's big coverage, audience responsiveness and superior salesmanship. These personalities can generate sales for you, too. Frank Lane, General Manager, or your nearest John Blair Representative can tell you how.

KANSAS CITY
SYRACUSE
PHOENIX
OMAHA
TULSA

KCMO
WHEN
KPHO
WOW
KRMG

KCMO-TV
WHEN-TV
KPHO-TV
WOW-TV

The Katz Agency
The Katz Agency
The Katz Agency
John Blair & Co. — Blair-TV
John Blair & Co.

Meredith Stations Are Affiliated With BETTER HOMES and GARDENS and SUCCESSFUL FARMING Magazines

SPONSOR INDEX

Issued every 6 months

JANUARY THROUGH JULY 1958

Twice each year SPONSOR publishes this six-month index of articles. This new index covering the first six months of 1958 is presented with additions designed to make for easier reference. You'll find new major headings and sub-headings with cross-references, particularly to agency-advertiser stories and to case histories divided now by product cate-

1ST HALF VOLUME 12

gory. These are the major headings in alphabetical order.

Advertisers, Advertising agencies, Broadcast industry, Commercials, Film, Foreign, Marketing, Merchandising-promotion-publicity, Product case histories, Radio, Ratings, Representatives, Research-surveys, Special issues-sections, Television.

ADVERTISERS

General

What clients switch for
How Colgate picked D'Arcy for Halo
TV clients: commercials come first
The coming battle for sponsor identification
3 clients, 3 markets, 1 tv show (*Shirley Temple*)
Sponsor Asks: Should national advertisers use local buying techniques?
Baseball's sponsors for 1958
TV's man of the hour: the consultant
Bright outlook for soft goods: bright future for air
Rate your I.Q. on advertisers

Personalities

Newsmaker of week: Frank Bell, pres., Pharma-Craft
Newsmaker of the week: Howard M. Parker, president, S. C. Johnson & Son
Newsmaker of the week: Franklin Bruck, v.p., Pharmaceuticals, Inc.
Newsmaker of the week: William Skilling, adv. ptom. mgr., women's wear, du Pont
Newsmaker of week: Charles Mortimer, pres., GF
Newsmaker of the week: Gwilym A. Price, board chairman, Westinghouse Electric Corp.
Newsmaker of the week: Nelson Gross, ad director, Max Factor
Newsmaker of the week: Tom Christensen, Marlboro brand manager, Philip Morris
Newsmaker of week: W. E. Schoon, ad mgr., Pontiac

ADVERTISING AGENCIES

General

All eyes on McCann
How Colgate picked D'Arcy for Halo
The rise of air media at McCann
Jack Cunningham's challenge to Madison Ave.
Sponsor Asks: Is competitive bidding on storyboards sound practice?
Agency mergers: How they affect air activity
Could agency cost-cutting boomerang?
How Compton billings increased 450% in 12 years
Here's what admin would like to see discussed at the (NAB) convention
Sponsor Challenge: Rate your advertising I.Q. on advertising agencies
A psychoanalyst puts Madison Ave. on the couch
They "work like hell on the sell!"
The agency's role in tv show publicity
A new look at the old tv vs. print controversy

Timebuying

How agencies train radio timebuyers

11 Jan. p. 29
11 Jan. p. 32
8 Feb. p. 27
22 Feb. p. 27
1 Mar. p. 32
1 Mar. p. 42
5 Apr. p. 43
12 Apr. p. 29
3 May p. 36
24 May p. 35

11 Jan. p. 4
25 Jan. p. 4
1 Feb. p. 1
29 Mar. p. 1
19 Apr. p. 4
10 May p. 4
7 June p. 6
14 June p. 4
28 June p. 6

4 Jan. p. 29
11 Jan. p. 32
11 Jan. p. 36
18 Jan. p. 39
22 Feb. p. 48
22 Mar. p. 27
19 Apr. p. 33
26 Apr. p. 36
26 Apr. p. 25
Conv. Special
10 May p. 34
17 May p. 36
31 May p. 29
14 June p. 35
21 June p. 41
8 Feb. p. 34

"How I became the world's luckiest timeloyer" 8 Feb. p. 33
The tim-buyer: Two revealing surveys 22 Mar. p. 30

Personalities

Newsmaker of week: D. B. Crane, med. v.p., B&B
Newsmaker of week: Marion Harper, pres., McE
Newsmaker of week: Brown Bolté, pres., S&G&B
Newsmaker of week: Leo Burnett, Leo Burnett Co.
Newsmaker of week: Frank Silverman, retired buyer
Newsmaker of week: J. G. Commiss, v.p., NL&B
Newsmaker of week: Dr. F. O. Brown, v.p., DFS
Newsmaker of week: Lee M. Rich, v.p., B&B
Newsmaker of the week: Julia Brown, associate media director on P&G, Compton 18 Jan. p. 1
22 Feb. p. 4
1 Mar. p. 6
3 Mar. p. 4
26 Apr. p. 6
17 May p. 4
21 May p. 6
31 May p. 4
21 June p. 4

BROADCAST INDUSTRY

General

The rise of air media at McCann 11 Jan. p. 36
Barrow pot begins to boil 25 Jan. p. 29
Sponsor index, July-December 1957 25 Jan. p. 47
TV stations are "opportunistic" 8 Feb. p. 33
Sponsor Asks: Are air media jobs getting scarce? 8 Feb. p. 42
Sponsor Asks: When does sex make 'em squirm? 15 Feb. p. 52
Sponsor Asks: Should national advertisers use local buying techniques? 1 Mar. p. 42
What's ahead in summer selling? 8 Mar. p. 39
Will new air strategy jolt up auto sales? 15 Mar. p. 31
Sponsor Asks: How can stations use trade ads? 22 Mar. p. 42
Will air budgets withstand the slump? 29 Mar. p. 29
Air media dominate the farm 29 Mar. p. 38
Battle of music: ASCAP v. BMI 5 Apr. p. 42
Sponsor Asks: How can you retain sponsor identity in Westerns? 5 Apr. p. 44
The trial of Pinewood Thimble (re FCC) 19 Apr. p. 36
TV tape: new vistas and problems 26 Apr. p. 31
Is Videotape practical now? 26 Apr. p. 33
Sponsor Asks: Should stations be ranked by total tv coverage or by metropolitan area? 26 Apr. p. 52
Let's Sell Optimism" . . . how tv radio stations are doing it 26 Apr. p. 7
How can air media help overcome recession thinking? 26 Apr. p. 16
R&B president Kevin Sweeney's answer to how air media can help overcome recession thinking 26 Apr. p. 19
Here's what admin would like to see discussed at the convention 26 Apr. p. 27
Spot radio tackles the local rates 3 May p. 31
Radio tv "challenged" at annual NAB convention 3 May p. 39
Network plus spot equals big rating 10 May p. 40
Sponsor Asks: What did you get out of the NAB convention? 17 May p. 30
What will NTVs Ely Landau do next? 31 May p. 31
So you want to buy a radio station? 31 May p. 31

Sponsor Asks: How can stations help in anti-recession campaigns?

Personalities

Newsmaker of the week: John M. Outler, retiring general mgr., WSB, Atlanta
Newsmaker of week: John C. Doerfer, FCC chm.
Newsmaker of week: Oren Harris, House rep., Ark.
Newsmaker of week: J. G. Riddell, exec. v.p., ABC
Newsmaker of week: L. G. Cowan, pres., CBS TV
Newsmaker of the week: Howard S. Meighan, president, Videotape Productions
Newsmaker of week: E. J. DeGray, v.p., ABC radio
Newsmaker of week: John C. Doerfer, FCC chm.
Merchant of diversity: Screen Gems' Ralph Cohn

Tv Radio Case Histories

How Miles Calif. measures air media
Why Stahl-Meyer banks on air media
Progresso's 26-year love affair with air media

COSTS

Will tv give 12-month rate protection?
Animation at \$15 a foot?
Radio rates down, coverage up
How new SAG contract boosts cost of commercials
Could agency cost-cutting boomerang?
Net tv: new incentives for clients
Spot tv's rocky road to simpler rates
Sponsor Asks: How to keep live tv costs down?
Spot tv and newspapers

COMMERCIALS

Sponsor Asks: Should commercials be keyed to the time of day?
Saturation radio's newest problem
Would you risk this tv commercial live?
Tv clients: commercials come first
Sponsor Asks: Is competitive bidding on story boards sound practice?
What's wrong with tv's auto commercials?
How new SAG contract boosts cost of commercials
Tv's cliff-hanger commercials
New life for net radio commercials
Sponsor Asks: How valuable is a star's name in a tv commercial?
"Minute" shows sell Nescafe
How agencies rate tv commercial film producers
Radio advertising as d.j.'s see it
They "work like hell on the sell!"
Sponsor Asks: What are the advantages of original scores in tv commercials?
Commercial Commentary: McMillin blasts tv's "doctors"
What's new in film television commercials?
From radio/tv jingle to popular song
Commercial Commentary: cigarettes on tv
A new way to measure tv commercial effectiveness

FILM

Film '58: A precision marketing tool
What the Paramount film library means to tv
Animation at \$15 a foot?
What's new in syndication for fall?
Tv tape: new vistas and problems
Is Videotape practical now?
What you should know about tv film

FOREIGN

Admen: How you can use international television
World-wide television growth

MARKETING

Film '58: A precision marketing tool
Sociology instead of Westerns
Agency marketing men affect media decisions

7 June p. 54

The product protection headache 5 Apr. p. 31
Is the farmer still a hayseed? 12 Apr. p. 40
What price marketing? 3 May p. 29
Bright outlook for soft goods: bright future for air 3 May p. 36
All about women: The influential sex and radio 17 May p. 42
Color tv: No problem for packaging 7 June p. 40

MERCHANDISING, PROMOTION, PUBLICITY

Is merchandising really worth it? 25 Jan. p. 40
Sponsor Asks: How to merchandise supermarket? 1 Feb. p. 48
Sponsor Asks: Which are more successful—cash prizes or merchandise? 8 Mar. p. 52
Are you making the most of merchandising? 15 Mar. p. 34
Sponsor Asks: How effective are p.r. films on tv? 15 Mar. p. 60
Sponsor Asks: How can stations use trade ads? 22 Mar. p. 42
Conoco's merchandising whirligig 12 Apr. p. 36
Packaging: Tv's best salesman yet! 10 May p. 32
Radio advertising as d.j.'s see it 24 May p. 38
"Wonderful good" pitch by WLBR-TV 31 May p. 33
Tv show promotion—bank style 7 June p. 38
The agency's role in tv show publicity 14 June p. 35
WJIM-TV's \$6,000 pitch to CBS 28 June p. 37

PRODUCT CASE HISTORIES

Automotive

Will new air strategy jack up auto sales? 15 Mar. p. 31
What's wrong with tv's auto commercials? 29 Mar. p. 36
Plymouth bets on radio to spur sales 19 Apr. p. 40
Why foreign cars are trying air media 17 May p. 39

Beer and Ale

Tv's cliff-hanger commercials (Drewry's) 5 Apr. p. 33
From radio/tv jingle to popular song (Duquesne) 14 June p. 39

Candy and Confections

Radio kills a sales slump (Beech-Nut) 15 Mar. p. 36

Drugs and Cosmetics

How Colgate picked D'Arcy for Halo 11 Jan. p. 32
Why use tv when you sell door-to-door? (Avon) 22 Feb. p. 34
How Miles Calif. measures air media 5 Apr. p. 34
A small premium—but big sales (Pfizer) 26 Apr. p. 41
Packaging: tv's best salesman yet! 10 May p. 32
How spot radio keeps the cows contented (Glenn) 7 June p. 38

Financial

Programing prestige at spot costs 4 Jan. p. 33
Seaboard buys spot to sell money 21 May p. 37
Tv show promotion—bank style 7 June p. 38

Food and Beverages

Piggy-back marketing, radio launch new product 4 Jan. p. 34
Radio sells beans in Boston (Monmouth) 11 Jan. p. 33
Is merchandising really worth it? (Libby) 25 Jan. p. 40
The secret of selling with kids' tv (Cocoa Marsh) 8 Feb. p. 30
Flav-R Straws in the wind again? 8 Mar. p. 37
How a submarine sells the housewife (Bond Bread) 29 Mar. p. 40
Create a market—sell a schedule (Cocoa Marsh) 12 Apr. p. 39
Tv's new star salesman: Emily Tipp (Ward Baking) 26 Apr. p. 39
Oona O'Tuna drops anchor in spot tv 3 May p. 34
Packaging: Tv's best salesman yet! 10 May p. 32
Why Stahl-Meyer banks on air media 10 May p. 37
"Minute" shows sell Nescafe 17 May p. 38
U. S. Steel's new campaign: Sell canned soft drinks 24 May p. 40
How Welch's tomato juice "double sells" on tv 24 May p. 41
Progresso's 26-year love affair with air media 21 June p. 38
How spot tv's unified effort paid off (Kellogg) 28 June p. 31
New Era scouts for potato chip sales via spot radio 28 June p. 40

Gas and Oil

Sell gasoline via kids' shows? (Union Oil) 22 Mar. p. 38
Conoco's merchandising whirligig 12 Apr. p. 36

Retailing

Tv: one retailer's best friend 5 Apr. p. 40
Tv spot sells via mail order 26 Apr. p. 34
Radio packs Jamaica's retail stores 10 May p. 31

To sell Indiana,
you need both
the 2nd and 3rd
ranking markets.

**NOW
ONE BUY**

delivers both—

**AT A 10%
SAVINGS!**

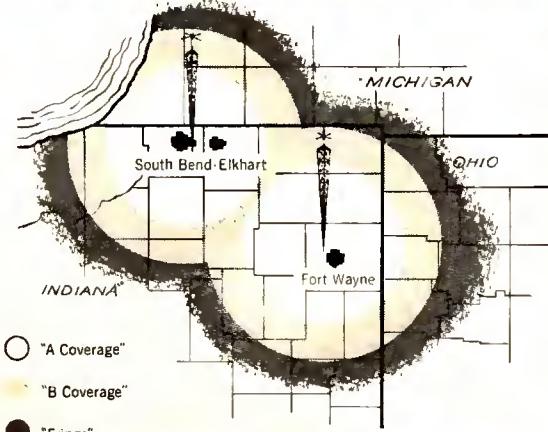
YOU NEED TWO TO RAKE UP in Indiana!



In this area of tree-lined streets, where Saturday's child sports blue jeans, alert advertisers cover *two* major markets — Fort Wayne and South Bend-Elkhart — with *one* combination buy which saves 10%. The coverage they get is *inside* coverage—locally loyal—vocally and visually superior. Take a tight close-up on this scene: 340,000 TV homes put it ahead of the 43rd market.* 1,688,000 people make it bigger than all Colorado or Nebraska. Nearly \$3 Billion E.B.I.—and it's yours with just *one* buy!

*Sources: *Television Age*, May 19, 1958; *Sales Management Survey of Buying Power*, May 1958.

call your **H-R** man now!

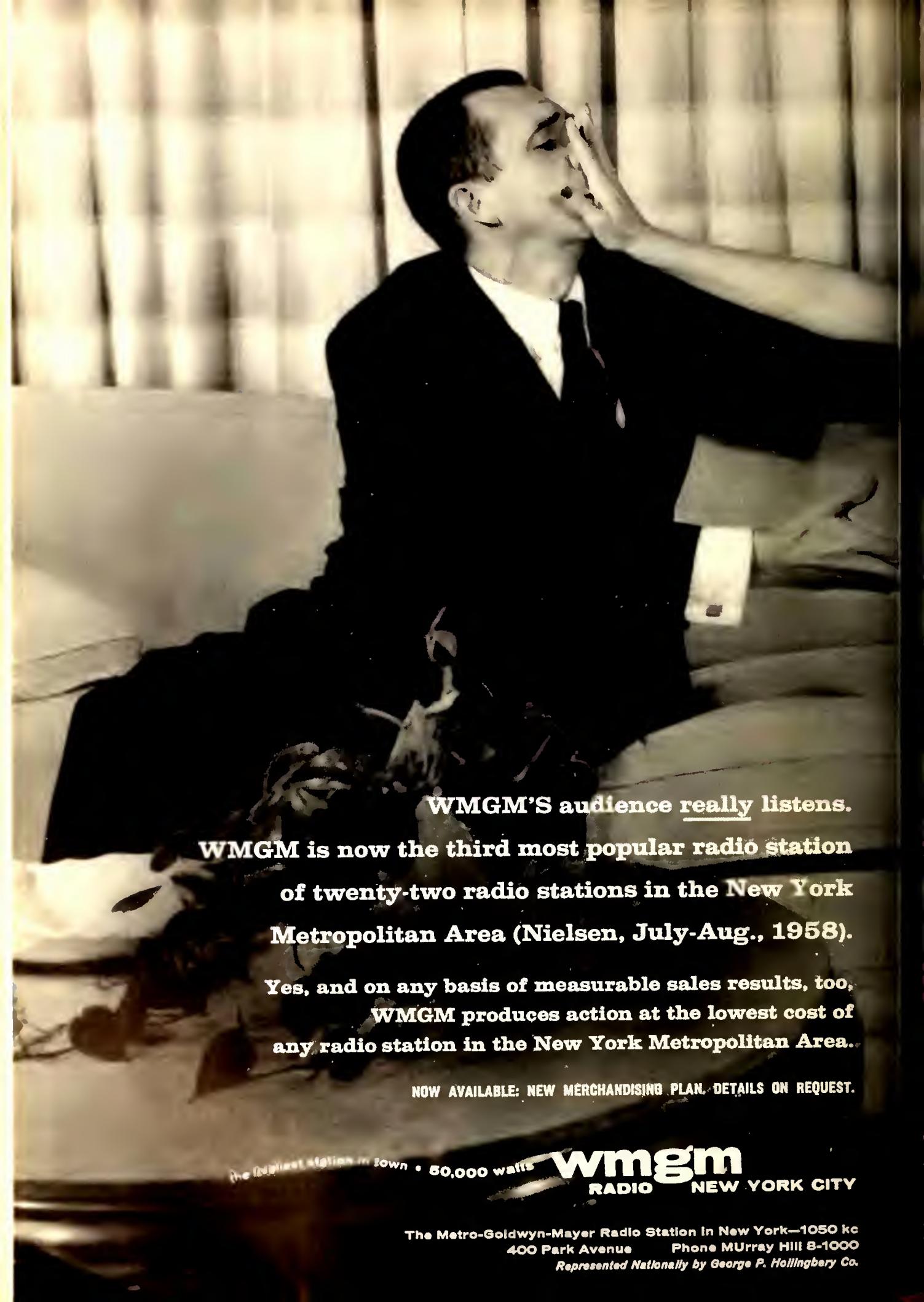


wsjv
SOUTH BEND ELKHART

28
ABC

wkjj
FORT WAYNE

33
NBC



WMGM'S audience really listens.
WMGM is now the third most popular radio station
of twenty-two radio stations in the New York
Metropolitan Area (Nielsen, July-Aug., 1958).

Yes, and on any basis of measurable sales results, too,
WMGM produces action at the lowest cost of
any radio station in the New York Metropolitan Area.

NOW AVAILABLE: NEW MERCHANDISING PLAN. DETAILS ON REQUEST.

town • 50,000 watts

wmgm
RADIO NEW YORK CITY

The Metro-Goldwyn-Mayer Radio Station in New York—1050 kc
400 Park Avenue Phone MURRAY HILL 8-1000
Represented Nationally by George P. Hollingsby Co.



'All I
hear
is
"wmgm"
—g—'

ARB and Nielsen agree! **now 1st**
in the Twin Cities

MOVIE SPECTACULAR

PARAMOUNT
WARNER BROS.
MGM
UNITED ARTISTS

NOW 10⁰⁰ P.M. - 12⁰⁰ M.
7 NIGHTS WEEKLY
WTCN-TV

1st

"MOVIE SPECTACULAR" IS THE HIGHEST RATED
ENTERTAINMENT SHOW IN ITS TIME PERIOD. *

"MOVIE SPECTACULAR" IS THE HIGHEST
RATED MULTI-WEEKLY ENTERTAINMENT
SHOW IN TWIN CITY NIGHTTIME TV. *

"MOVIE SPECTACULAR" IS THE FIRST CHOICE
OF NATIONAL AND LOCAL TIME BUYERS FOR
MINUTE PARTICIPATION ANNOUNCEMENTS.

ASK BOB FRANSEN WTCN-TV NATIONAL SALES MANAGER OR YOUR KATZ MAN FOR
SALES INFORMATION, RATING DETAILS, AND THE FEW REMAINING AVAILABILITIES.



Represented nationally by the
Katz Agency
Affiliate ABC-Television
Network

* ARB AND NIELSEN AUGUST 1958
AVERAGE OF ALL COMPETITIVE TIME PERIODS.

Soaps and Cleansers

Lestoil's fabulous four years in tv
How Bu-Tay recaptured its sales
Bab-O introduces animated salesman

15 Feb. p. 37
7 June p. 34
21 June p. 42

How spot radio keeps the cows contented
New Era scouts for potato chip sales via spot radio

7 June p. 38
28 June p. 40

Tobacco Products

The "arty" sell—and to men at that! (cigars)

18 Jan. p. 36

15 Feb. p. 34
1 Mar. p. 38
19 Apr. p. 39
19 Apr. p. 42
26 Apr. p. 43
7 June p. 31

Miscellaneous Products

Customers first—ratings second (AMF)
Chain saws? Sell 'em with radio (McCulloch)
Bell & Howell: "Buy when others are selling"
Bright outlook for soft goods: bright future for air
Trewax grows with proven formula: spot radio
Johnson Motors takes plunge in network tv
Tuck Tape challenges a competitive giant with tv

25 Jan. p. 34
29 Mar. p. 41
19 Apr. p. 44
3 May p. 36
17 May p. 40
31 May p. 40
14 June p. 43

28 June p. 34

PROGRAMMING

Programing prestige at spot costs
Sponsor Asks: Is N.Y.'s tv talent pool drying up?
Next fall's tv: Comedy or Western?
Is there a cloud over satire on tv?
Tv specials: Identification plus
Lessons for admen from d.j. college
Sponsors boom public service programing
Sponsor Asks: Which are more successful—cash prizes or merchandise?
Sponsor Asks: How effective are p.r. films on tv?
Radio programing: An attack, a defense
Sponsor Asks: What's ahead for live net tv shows?
Do jackpots attract crackpots?
Behind the tv "games"
How fall tv lineups shape up
Radio's newest programing—the flexible formula
The soap operas are back
Sponsor Asks: How strong will tv giveaways be?
"I watched your tv show last night and I think ..."
Violence in kids' shows: NAFBRAT target 9 years
Why packager David Susskind won't keep quiet
After "adult" Westerns—what?
Why they hitch the pitch to stars
What makes an advertiser buy radio?
Chicago radio listeners up in arms

4 Jan. p. 33
25 Jan. p. 42
15 Feb. p. 31
15 Feb. p. 36
22 Feb. p. 30
8 Mar. p. 32
8 Mar. p. 34
8 Mar. p. 52
15 Mar. p. 60
22 Mar. p. 34
29 Mar. p. 44
5 Apr. p. 41
12 Apr. p. 31
12 Apr. p. 34
12 Apr. p. 38
19 Apr. p. 38
3 May p. 42
17 May p. 34
17 May p. 35
24 May p. 33
31 May p. 34
7 June p. 29
8 June p. 36
21 June p. 40

4 Jan. p. 37
1 Feb. p. 37
1 Mar. p. 45
26 Apr. p. 43
24 May p. 43
21 June p. 43

Radio Basics

1957 radio set sales biggest since tv era
Network radio business up after dip
Web radio advance continues
Web radio's warm weather clients
Radio set sales dip, but circulation is up
Network radio sales in June down 3%

28 June p. 34

Radio Results

Service station, shoes and apparel, music store
Housing, air conditioners, shelves, jewelers
Car dealer, appliances, hose and trash cans, orphan's Christmas
Drug, car dealer, moving service, jewelry store
Hardware, tires, accessories, laundry
Men's clothing, appliances and tv, restaurant and food, spices, specials
Cars, bank, restaurant, massage equipment

11 Jan. p. 46

8 Feb. p. 48

8 Mar. p. 62

5 Apr. p. 56

3 May p. 46

31 May p. 56

28 June p. 52

Spot

Saturation radio's newest problem
How will spot radio beat 1957?
How the reps boosted first quarter spot radio sales
Sponsor challenges: Test your ad I.Q.: spot radio
Spot radio tackles the local rates
Spot radio—progress after dark
What buyers ask sellers about spot radio

25 Jan. p. 32

22 Feb. p. 32

19 Apr. p. 35

26 Apr. p. 38

3 May p. 31

10 May p. 29

7 June p. 32

RATINGS

Customers first—ratings second
"The answer to the ratings muddle"
"Let's have ratings we can depend on"

25 Jan. p. 34

1 Feb. p. 30

22 Feb. p. 38

29 Mar. p. 35

REPRESENTATIVES

Radio rates down, coverage up (PGW)
How the reps boosted first quarter spot radio sales
Will Blair be the first rep to hit \$100,000,000?
Spot tv's rocky road to simpler rates
Where are today's hot spot markets?
What buyers ask sellers about spot radio
"Indies" attract big adult audiences
Tv reps urge new spot rates
Sponsor Asks: Is triple spotting necessarily bad?
Rate your I.Q. on reps

8 Mar. p. 38

19 Apr. p. 35

26 Apr. p. 42

10 May p. 27

24 May p. 31

7 June p. 32

7 June p. 37

14 June p. 32

14 June p. 48

21 June p. 35

RESEARCH AND SURVEYS

Did tv cost-per-1,000 bust the roof?
How much tv does a spot dollar buy?
Radio rates down, coverage up
Spot tv's million-dollar brands
The timebuyer: Two revealing surveys
Air media dominate the farm
Sponsor Asks: Should stations be ranked by total tv coverage or by metropolitan area?
Upward viewing trend continues: ARB
Network plus spot equals big rating
All about women: The influential sex and radio
Where are today's hot spot markets?
April ARB tv sets-in-use above same month in '57
"Indies" attract big adult audiences
Needed: More details on tv audiences
NCS No. 3: the wheels start turning
Radio at the "sound" barrier: Challenge to both timebuyers and the programers

11 Jan. p. 40

18 Jan. p. 42

8 Mar. p. 38

15 Mar. p. 49

22 Mar. p. 30

29 Mar. p. 38

26 Apr. p. 52

3 May p. 38

10 May p. 32

17 May p. 42

24 May p. 31

31 May p. 39

7 June p. 37

14 June p. 42

21 June p. 36

28 June p. 34

RADIO

General

Can radio beat 1957?
Lessons for admen from d.j. college
Radio programing: An attack, a defense
Auto radio goes into high gear
Fm radio: Hot trend in 1958
Auto radio: Mass market on the move
Radio's newest programing—the flexible formula
Sponsor Asks: How big will radio be in 1958?
A look at tomorrow's radio
Radio 1958: Light sell
How can air media help overcome recession thinking?
Preview of summer's radio campaigns
Why foreign cars are trying air media
They're taking a new look at radio
Sponsor Asks: What is the future of stereophonic broadcasting?

18 Jan. p. 33
8 Mar. p. 32
22 Mar. p. 34
22 Mar. p. 36
29 Mar. p. 78
5 Apr. p. 36
12 Apr. p. 38
12 Apr. p. 50
19 Apr. p. 40
26 Apr. p. 35
26 Apr. p. 16
Conv. Special
17 May p. 33
17 May p. 39
21 June p. 31
21 June p. 52

8 Mar. p. 38

19 Apr. p. 35

26 Apr. p. 42

10 May p. 27

24 May p. 31

7 June p. 32

7 June p. 37

14 June p. 32

14 June p. 48

21 June p. 35

Case Histories

Piggy-back marketing, radio launch new product
Radio sells beans in Boston (Monmouth)
Radio kills a sales slump (Beech-Nut)
Chain saws? Sell 'em with radio
Plymouth bets on radio to spur sales
A small premium—but big sales (Pfizer)
Radio packs Jamaica's retail stores
Trewax grows with proven formula: Spot radio
Seaboard buys spot to sell money
How Bu-Tay recaptured its sales

4 Jan. p. 34
11 Jan. p. 33
15 Mar. p. 36
29 Mar. p. 41
19 Apr. p. 40
26 Apr. p. 41
10 May p. 31
17 May p. 40
31 May p. 37
7 June p. 34

11 Jan. p. 40

18 Jan. p. 42

8 Mar. p. 38

15 Mar. p. 49

22 Mar. p. 30

29 Mar. p. 38

26 Apr. p. 52

3 May p. 38

10 May p. 32

ARB May viewing figures: some declines from '57
A new way to measure tv commercial effectiveness

28 June p. 42
28 June p. 40

SPECIAL ISSUES, SECTIONS

Tv Results
Film '58: Annual report
Summer selling
NAB convention special

4 Jan. p. 41
1 Feb. p. 41
8 Mar. p. 39
26 Apr. p. 48

TELEVISION

General

Jack Cunningham's challenge to Madison Ave.
How much tv does a spot dollar buy?
Sponsor Asks: Is tv becoming boring?
Tv gets set to sell
Is there a cloud over satire on tv?
How to fight fee tv
Tv specials: Identification plus
Sponsor Asks: Is competitive bidding on storyboards sound practice?
Will tv give 12-month rate protection?
3 clients, 3 markets, 1 tv show
Triple-spotting showdown
Sponsor Asks: How effective are p.r. films on tv?
World-wide television growth
Tv's man of the hour—the consultant
Tv tape: New vistas and problems
Is Videotape practical now?
How can air media help overcome recession thinking?
Sponsor Asks: Can you keep live tv costs down?
How they woo cagey clients into tv
Why foreign cars are trying air media
Educational tv: A perennial problem
Sponsor Asks: How adult can tv get about sex?
Color tv: No problem for packaging
A new look at the old tv vs. print controversy
Will tv gain by brighter outlook for hard goods?
Tv revenue: How high will it climb?

18 Jan. p. 39
18 Jan. p. 42
18 Jan. p. 54
25 Jan. p. 38
15 Feb. p. 36
15 Feb. p. 40
22 Feb. p. 30
22 Feb. p. 48
1 Mar. p. 29
1 Mar. p. 32
8 Mar. p. 29
15 Mar. p. 60
5 Apr. p. 38
12 Apr. p. 29
26 Apr. p. 31
26 Apr. p. 33
26 Apr. p. 16
Conv. Special
10 Mar. p. 52
17 May p. 31
17 May p. 39
17 May p. 43
24 May p. 48
7 June p. 40
21 June p. 41
28 June p. 33
28 June p. 36

Case Histories

The "arty" sell—and to men at that! (cigars)
The secret of selling with kids' tv (Cocoa Marsh)
Lestoil's fabulous four years in tv
Why use tv when you sell door-to-door? (Avon)
Sell gasoline via kids' shows? (Union Oil)
How a submarine sells the housewife (Bond Bread)
Tv: One retailer's best friend
Create a market—sell a schedule (Cocoa Marsh)
Bell & Howell: "Buy when others are selling"

18 Jan. p. 36
8 Feb. p. 30
15 Feb. p. 37
22 Feb. p. 34
22 Mar. p. 38
29 Mar. p. 40
5 Apr. p. 40
12 Apr. p. 39
19 Apr. p. 44

Tv spot sells via mail order
Tv's new star salesman: Emily Tipp
Oona O'Tuna drops anchor in spot tv
"Minute" shows sell Nescafe
U. S. Steel's new campaign: sell canned soft drinks
How Welch's tomato juice "double sells" on tv
Johnson Motors takes plunge in network tv
Tv show promotion—bank style
Tuck Tape challenges a competitive giant with tv
Bab-O introduces animated salesman

Network

Network tv must re-tool!
Next fall's tv: Comedy or Western?
Sponsor Asks: What's ahead for live net tv?
The product protection headache
Network tv races the DST clock—and wins
How fall tv lineups shape up
The soap operas are back
Net tv: New incentives for clients
Net tv faces new threat: Justice Dept.
How net tv shows line up for fall
Why admen don't want television networks curbed

Spot

Spot tv's million-dollar brands
Minute chain break: Coming on tv?
Spot tv's rocky road to simpler rates
Spot tv—the good new summertime
Triple spotting: Grade-A mess
An advertiser speaks out against triple spotting
An agency man speaks out against triple-spotting
Tv reps urge new spot rates
Sponsor Asks: Is triple spotting necessarily bad?
How spot tv's unified effort paid off

Tv Basics and Comparagrap

This year the axe drops fast
Tv set growth continues at healthy pace
Daytime tv viewing is on the rise
Network tv's spring housecleaning
Web tv viewers: They're not fickle
Daytime tv viewing up, Nielsen shows

Tv Results

Annual roundup, 1957
Shoes, milk and milk products, cosmetics, tables
Bank, toys, processed foods, laundry and cleaners
Automobiles, soft drinks, supermarkets, paint
Movie, sport goods, auto supplies
Restaurant, flour, furniture, public relations
Milk products, mattresses, power mowers, appliances

* * *

THESE USEFUL SALES REPRINTS AVAILABLE FROM SPONSOR

Send this order blank to Readers' Service, SPONSOR, 40 E. 49 St., New York 17, or phone MURRAY Hill 8-2772 in New York. All editorial reprints will be shipped promptly.

BOOKS AND BOOKLETS

Timebuyers of the U. S., 1958 @ \$2
Timebuying Basics, 1955 @ \$2
Buyers' Guide, 1957 @ \$1
All-Media Evaluation Study, 1954, @ \$4
Tv Dictionary/Handbook, 1955 @ \$1

REPRINTS

	Quantity	Price
1958 Marketing Basics	1 to 9	35¢
1958 Radio Basics	10 to 49	25¢
1958 Tv and Film Basics	50 to 99	20¢
	100 to 499	15¢
	500 to 999	12½¢
	1000 or more	10¢

BOUND VOLUMES

1957 issues (52 weekly plus all special)
Issues of previous years

@ \$22.50
@ \$15.00

Binders

1 for \$4
2 for \$7

NAME _____

ADDRESS _____

BILL ME

PAYMENT ENCLOSED

(ALL PRICES INCLUDE POSTAGE)

NOW WORKING TOGETHER*

...to bring you the exciting story of the
new force in Southeastern TV

WLOS-TV

Asheville - Greenville - Spartanburg

proudly announces the appointment of Peters, Griffin, Woodward, Inc. as its national representative. To a station already possessing formidable advantages, now add yet another: representation by one of the nation's outstanding station representatives.

*Effective September 24, 1958

PETERS, GRIFFIN, WOODWARD, INC.

is honored to represent WLOS-TV. Working with WLOS-TV's aggressive new management, we are now ready to tell you the remarkable facts about WLOS-TV's vast coverage...its 425,360 TV homes in 62 counties of 6 states...its unduplicated ABC network coverage. Watch WLOS-TV, the new force in Southeastern TV!



WLOS-TV

PETERS,
GRIFFIN,
WOODWARD,
INC.



WLOS-TV

Asheville • Greenville • Spartanburg

Southeastern Representatives: James S. Ayers Co.

What audience promotion devices have you found most effective?

With stations continually trying new audience promotions, station men and a promotion specialist discuss their most effective methods.

Jack Roth, manager, KONO Radio, San Antonio, Texas



Contests with believability

The most effective audience promotion devices are those that please the most people.

KONO, in the past several years, has used innumerable different participation games and contests that apparently have had a very strong reaction on the San Antonio radio audience. We are currently in the enjoyable position of celebrating our 15th rise in the Hooper share of audience in the last 16 months. I believe that our substantial and sound increases in audience is based on the fact that not only is our sound good and our audience promotion effective, but all promotions we have used have been four square. They are quite obviously legitimate and the public has recognized that fact.

It would be easy to quote figures and facts on what happens when a station does not use this policy of straightforward contests and audience participations, but of necessity and good taste. I will not go into that facet. Just as sound business principles should be the order for your day to day business, this same approach must be applied to all promotions that involve the public.

Barnum's old line was just partially correct in that there may be a sucker born every minute, but you don't fool the same customer twice in a row.

It is very difficult to outline specific instances of successful promotions when we use a continuing number that

are different and are at variance with each other. The most recent game that we used is known as the KONO Box Contest and it works in the following manner:

The first person who calls from the Diamond-2 exchange is the winner, after the call has been verified. Upon verification of the call, the winner is talked to by the deejay on the air and is given the opportunity to win \$8.60 (our frequency), or a try in the KONO Mystery Box. We placed in this box everything from an automobile, automatic washer, KONO pencils for the entire family, or 860 quarters. It is surprising to note that 95% of the winners chose the box rather than take the \$8.60 in cash . . . even though a great number of the prizes were of lesser value than the \$8.60.

Every station operator should bear in mind that there is no substitute for imaginative and progressive management which entails running your operation in such a manner that it will attract large numbers of listeners. This is the purpose of KONO—to attract the largest audience the greatest amount of time in a 24 hour period.

Our programing is delicately balanced in the Music Department, along with a team of 11 Newsmen that have the two highest AP Awards this year for continuous coverage in a major metropolitan market and Special Events Coverage—awarded by AP in Texas. These are the important facets of the operation that go together to make up a truly outstanding radio station.

Hal Blake, Andree Associates, Inc., New York, promotion specialists



Contests that sell a specific idea

As promotion specialists, we have been

called in to make recommendations covering a multitude of situations. Naturally, certain audience promotion devices are more effective in solving specific problems for certain stations. But one audience promotion technique has proved most effective for meeting the greatest variety of problems. Contests, specifically contests awarding merchandise prizes, have undoubtedly proved effective for most situations.

The most common error made by stations in this area is that they create contests for the sake of having a contest, or because of a vague belief that it would hypo their ratings. These promotions accomplish little or nothing toward a contest's true goal: the long range, steady build-up of audience. Contests must be built on a solid foundation of sales. In other words, the contest must *sell!* This is the only real goal a contest can have. Otherwise, it will be a waste of time and money.

When planning your contest, determine what is most salable about your station from the audience viewpoint, and then put your best foot forward. What are you strong points? Is it that witty morning man, or possibly the evening show with the great potential. Or perhaps you changed call letters or improved your news coverage. Once you have determined what you want to sell the public, you fashion your contest accordingly.

Don't make the mistake of letting a cute idea for a contest becloud the objective. If you let this happen, the contest deteriorates to a contest for its own sake. This can't happen if you first define the purpose of the promotion and then create the contest. If it's to sell a new personality, make sure the personality is woven into the contest. Be sure the contest is interesting, and at the same time entertaining, and make sure the prizes are right. Numerous contests have flopped because the prizes lacked audience appeal.

The one most important rule of contest planning—and this is a rule a station should never break—is never give

WCSH-TV 6

NBC Affiliate

Portland, Maine

effective?

away money. Money just isn't interesting when in the hand of others. In spite of the fact that network quizzes attracted interest by giving away vast sums of money, people find it difficult to identify themselves with cash winners. The average listener just cannot believe he can win money. But merchandise is a prize of a different color, for he has an intimacy with merchandise that he does not have with money.

In addition, the current quiz show scandals have raised suspicion on cash give-aways, and people tend to doubt the legitimacy of money prizes. But merchandise does not share this onus.

In fact, to go further, for the same reasons, a number of small prizes are a bigger draw than one large prize.

In closing, I'd like to make these points: keep the contest simple, keep it brief, keep in uncomplicated, and make it easy to enter. And remember, it's a sales tool, not a circus.

Eugene S. Thomas, vice pres. & general manager, KETV, Omaha, Neb.



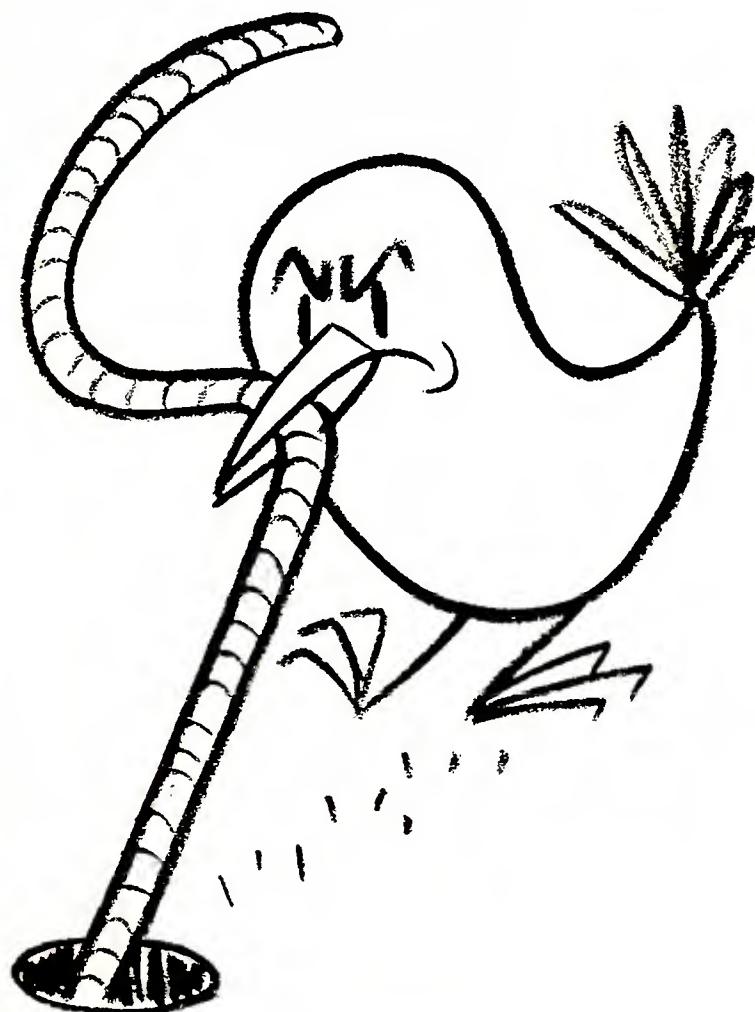
A contest that motivates viewers

KETV's "Quote to Click" contest is one of the most effective audience promotion devices used by KETV. The contest took the Omaha area by storm, and nearly everyone, including advertising media men, played the game.

The station marked its first anniversary during September. The contest helped promote the anniversary as "Sevensational September" on Channel 7, the month when another "wonderful year of programs begin."

Entries piled up to 2500 pieces in one day. The contest asked viewers to determine well-known quotations by adding letters to blanks presented on a

(Please turn to page 86)



EVER SINCE WE WERE THE EARLY BIRD

Over the long 5-year haul, since we were first on the air, the "Program Dominance" of 6 has been an established fact — established by every single survey taken in our service area. This marked viewer preference, most recently confirmed by NCS #3, provides a billion dollar plus market with 286,600 TV Homes.

Remember what they say about early birds and check current avails. with your Weed man.

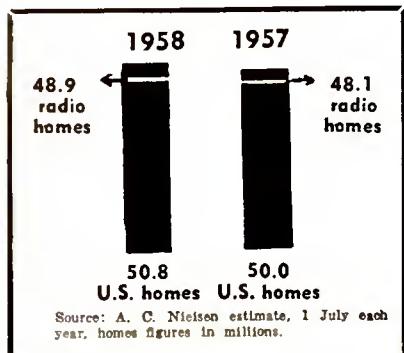
A RINES STATION

A matching schedule on ch. 2 in Bangor saves an *extra 5%*

Facts & figures about radio today

1. CURRENT RADIO DIMENSIONS

Radio homes index



Radio station index

End of September 1958				
	Stations on air	CPs not on air	New station requests	New station* bids in hearing
Am	3290	101	449	109
Fm	561	98	39	30
End of September 1957				
Am	3070	142	350	113
Fm	519	36	38	4

Source: FCC monthly reports, commercial stations. *December each year.

Radio set index

Set location	1958		1957	
	Home	Auto	Public places	Total
Home	95,400,000	90,000,000		
Auto	37,200,000	35,000,000		
Public places	10,000,000*	10,000,000		
Total	142,600,000	135,000,000		

Source: RAB, 1 July 1958, 1 July 1957, sets in working order. *No new information.

Radio set sales index

Type	Aug. 1958		8 Months 1958	
	Aug. 1958	Aug. 1957	8 Months 1958	8 Months 1957
Home	658,247	710,553	4,111,080	4,947,006
Auto	242,915	301,971	1,893,813	3,392,926
Total	901,162	1,012,524	6,004,893	8,339,932

Source: Electronic Industries Assn. (formerly RETMA). Home figures are retail sales, auto figures are factory production.

2. TOP SHOWS IN SPOT RADIO*

ATLANTA

Network	Local	
Wrld Nws Rndp (M-Sn)		
8 a.m. NBC	8.9	Local Nws (M-Sn) WSB
Ma Perkins (M-F)	4.7	7:45 a.m. 8.6
Helen Trent (M-F)	4.5	Merry Go Round (M-Sn) 8.4
Nora Drake (M-F)	4.5	Morn. Melodies (M-Sn) 8.4

BALTIMORE

Network	Local	
Arthur Godfrey (M-F)	5.7	Baseball (Sat) 3:30 p.m. WBAL 13.5
Helen Trent (M-F)	4.4	Baseball (Sun) 5:30 p.m. WBAL 9.8
Ma Perkins (M-F)	4.4	Dialing For Dollars (M-F) 7.6

BIRMINGHAM

Network	Local	
Wrld Nws Rndp (M-Sn)	Baseball (M-F) 8 p.m.	
7 a.m. CBS	6.3	WBRC 7.0
Ma Perkins (M-F)	4.7	Morning Watch (M-Sat) 6.0
Arthur Godfrey (M-F)	4.6	Good Morning (M-Sat) 5.8

BOSTON

Network	Local	
Wrld Nws Rndp (M-Sat)	Baseball (Sun) 3:30 p.m.	
8 a.m. CBS	5.7	WHDH 6.6
Arthur Godfrey (M-F)	5.0	Baseball (Sat) 3:30 p.m. WHDH 6.5
Young Dr. Malone (M-F)	4.6	Carl DeSuze (M-Sat) 6.3

*Pulse, July-August 1958, highest quarter-hour rating.

wherever they be
it's

WOW
5000
Watts
IN N. Y. C. and VICINITY

first in the Negro Community



Great things are happening in the Negro community of Greater New York. Its growth, for one thing, has been enormous—41% in the past 7 years alone. The income level has risen substantially. And with this rise has come the possibility to satisfy the natural urge to buy better things, to achieve a better way of life.

Breaking away from traditional neighborhoods, the new Negro community of Greater New York is a vital economic force of 427,054 able-to-buy families in the 17-county New York, New Jersey, and Connecticut area.

With 11½ hours a day of Negro community programming, WOW is the only New York station that reaches this market in its entirety.

And WOW is reaching more of it on every survey made. Ask us for the new brochure, "Maximum Sales in the Negro Market of New York." You'll find it full of the solid, factual material you need before you buy.

WOW NEW YORK
Representatives: John E. Pearson Co.

Topeka has
1 TV Station
WIBW-TV is it



That's Why
NOBODY FROM NOWHERE
Can Saturate
TOPEKA
like
WIBW-TV
SATURATES TOPEKA



ALL DAY—ANY DAY

Here's why survey-proved WIBW-TV is your best buy for complete coverage of the entire Topeka Farm market.

- WIBW-TV commands the viewing audience. Note current survey figures:

Share of Audience Monday-Sunday
7:45-12 N. 12 N.-6 p.m. 6 p.m.-12 Mid.

57.0% 50.3% 51.1%

- In the 447 rated quarter-hours... WIBW-TV ranked FIRST.

- In the top 15 Once-a-Week shows (with an average program rating of 44.13)... WIBW-TV had an average rating of 37.69%.

- WIBW-TV serves 38 rural and urban counties in the heart of Kansas... where total gross income for 1957 was \$719,277,000.00. 1958 is a banner year.

- WIBW-TV saturates 218,190 TV homes. (NCS-#3)

•

**Survey Figures Prove
WIBW-TV's Value**

- Not even the combined efforts of 3 distant Kansas City TV stations can begin to dent the Rich Topeka Farm Market, according to a current survey.

Share of Audience

Mondays-Sunday

7:45 12N 6 p.m.

12N 6p.m. 12 Mid.

WIBW-TV, TOPEKA 57.0% 50.3% 51.1%
Sta. A, Kansas City 10.7 10.0 9.7
Sta. B, Kansas City 6.1 10.4 9.6
Sta. C, Kansas City 13.4 14.7 15.3

WIBW-TV CBS-ABC
Channel 13 Topeka, Kansas

REPRESENTED BY AVERY-KNODEL, INC.

SPOT BUYS

TV BUYS

Lever Bros. Co., Foods Division, New York, is preparing a campaign for major markets for its Lucky Whip. The five week schedules start mid to late October, depending upon the market. Daytime minutes and nighttime minutes and chainbreaks are being purchased. Frequencies vary from market to market. The buyer is Walter Kashen; the agency is Ogilvy, Benson & Mather, Inc., N. Y.

National Biscuit Co., New York, is planning a campaign in top markets for its Dromedary Dates. The schedules being lined up kick off the second week in November for six weeks. Minute announcements, both daytime and nighttime segments, are being used. Frequency varies from market to market. The buyer is Bob Grusky; the agency is Ted Bates & Co., Inc., New York.

Pharmaco, Inc., Kenilworth, N. J., is going into about 60 markets throughout the country for its Medigum cough remedy. There are no definite start and completion dates; schedules are being purchased on a market-by-market basis, based upon reports from the advertiser's field men on the percentage of cold-incidence in each area. Roughly, the campaign runs from late October through March. Minutes and 20's are being slotted, with frequencies varying from market to market. The buyer is Jean Simpson; the agency is Doherty, Clifford, Steers & Shenfield, Inc., New York.

The Nestle Co., Inc., White Plains, N. Y., is kicking off a campaign in various markets for its Decaf coffee. The four week schedules start the last week in October. Minutes and 20's are being used; frequency depends upon the market. The buyer is Dorothy Medanic; the agency is Dancer-Fitzgerald-Sample, Inc., New York.

RADIO BUYS

General Foods Corp., Jell-O Division, White Plains, N. Y., is preparing a campaign for selected markets for its Jell-O Gelatin. The schedules start in mid-October, run alternate weeks for 12 weeks. Thirty-second announcements are being slotted; frequency depends upon the market. The buyer is Bob Fountain; the agency is Young & Rubicam Inc., New York.

Block Drug Co., Inc., Jersey City, N. J., is purchasing announcements in major markets for its Omega Oil. The 13-week schedules start in mid-October. Minutes during daytime segments are being placed; frequency depends upon the market. The buyer is Al Sessions; the agency is Lawrence C. Gumbinner Advertising, New York.

The Best Foods, Inc., New York, is planning a campaign for its Hellmann's Mayonnaise. The short-terminer starts 22 October. Minutes during daytime periods are sought; frequency depends upon the market. The buyer is Bob Decker; the agency is Dancer-Fitzgerald-Sample, Inc., New York.

THE WORLD'S MOST FABULOUS CLOWN...

BOZO ®

THE
CAPITOL

CLOWN

156 CARTOONS IN MAGNIFICENT ANIMATION

BRAND-NEW-FULL COLOR-ESPECIALLY MADE FOR TELEVISION

Now—Jayark brings to TV the most successful personality ever conceived. BOZO is pre-sold to countless millions of children and adults. BOZO's universal appeal and sales impact have never been equalled.



© Copyrighted by Capitol Records

BOZO'S CARTOON STORYBOOK

156 CARTOONS • EACH 6 MINUTES • FULL COLOR or B/W • MAGNIFICENT ANIMATION • PACKED with ACTION • LOADED with LAUGHS

BOZO and his friends will keep your viewers in suspense and in stitches. They travel to the moon . . . They climb Mt. Everest . . . They even "run" Macy's and Gimbel's. Each thrilling cartoon is jam-packed with action and jaw-cracking laughter . . . No Cliff-Hangers!

AVAILABLE WITH ANIMATED COMMERCIAL
LEAD-INS STARRING BOZO HIMSELF

Backed by huge merchandising and promotion. BOZO merchandise items now carried in stores, coast to coast. More than 6 million BOZO Capitol Albums already sold! BOZO is a guarantee of absolute top-rated cartoon leadership in your market. Fresh, new and pre-sold, BOZO is

sure to deliver the lowest cost-per-thousand audience . . .
sure to deliver unparalleled impact in advertising results!

ACT NOW WHILE BOZO IS STILL AVAILABLE



JAYARK FILMS CORPORATION

Reub Kaufman, President
15 EAST 48th ST., NEW YORK 17, N. Y. MURRAY HILL 8-2636

PRODUCED IN HOLLYWOOD BY LARRY HARMON-TED TICKTIN PRODUCTIONS FOR JAYARK RELEASE

STATIONS . . . BOZO IS A NATURAL FOR HIGHER RATINGS . . . GREATER RESULTS FOR SPOT BUYERS

N. W. AYER

(Cont'd from page 39)

consolidated both time and spacebuying into a single department, headed by Leslie D. Farnath.

In May, radio and tv copywriters and tv artists were shifted to the Philadelphia headquarters, and all print and air media copy and art were integrated under the over-all direction of vice president John Pullen.

Behind these moves, and explaining them, lie the organization and marketing philosophies of the modern N. W. Ayer. Its management and operational techniques differ significantly from those of many other large agencies, and the structure of its organization is peculiarly its own.

Core of the agency's work is Ayer's Plans Department. Staffed by 35 experienced business executives from many fields (sales managers, product managers, brand managers, etc.), its job is to apply business thinking to client problems and develop the basic strategy on which Ayer's advertising will be based.

In dealing with a new account, the Plans Department institutes and supervises three types of research—into the client's own business, the competitive market situation, and the consumer field. From these studies it creates the over-all business plan which Ayer will follow, and thereafter works continuously on the plan to develop, refine, and re-design it as business conditions change. Members of the Plans Department, at Ayer, are neither "account executives" nor even "marketing men" in the usual sense of the word, but high level business strategists, assigned to specific accounts.

VI. Ayer's Media Philosophy

Once the outlines of the general business plan have been settled, Ayer's media department is given full responsibility for developing the media plans and schedules to implement it.

The reason why Ayer has consolidated all time and spacebuying into a single department is to apply over-all media planning to the specific needs, problems, budgets, and policies of a particular account. Shelley says "We fit the medium to the client, not the client to the medium." At Ayer media selection deals with the total picture—where people are, what they are like, and how to reach them in the most effective and economical way. All types

of media—tv, radio, newspapers, magazines, etc.—are studied as a whole in terms of the total impressions they can make on a potential buyer. And as Shelley emphasizes, "every one of our clients has a different problem."

All media buying, including radio and tv spot and network timebuying is handled by Ayer's media department in Philadelphia.

VII. How Ayer Organizes Copy and Art

Exactly the same type of thinking explains Ayer's new centralization of all writing and art direction for all media—tv, radio, publications, outdoor, direct mail, and promotion—in the Philadelphia headquarters.

Writers and artists at Ayer develop a basic copy story and thereafter work on all phases of the campaign, rather than merely on bits and pieces. In this way, Ayer finds, there is a valuable cross-fertilization of talents and ideas, and a complete co-ordination of the basic copy story.

Shelley thinks that "print copy and art people are benefitting from new ideas contributed by our tv and radio staff. And our commercials are getting the advantage of new ideas from writers and art directors who formerly specialized in print."

VIII. The Role of Ayer's Service Representatives

Another significant point to remember: at Ayer there are no "account men" or "account executives." Instead, those assigned to the day-to-day management of accounts are known as "service representatives." They are based both in Ayer's Philadelphia headquarters and in various Ayer branch offices; and while they are important cogs in the agency machinery, and operate on a "counciling level" with Ayer clients, they do not hold the whip-hand position of dominance which account men enjoy at most agencies.

Such Ayer departments as plans, media, copy, and radio/tv have clearly defined authorities and responsibilities, and members of these departments meet frequently with executives of the clients' organizations.

In the area of management supervision, Ayer holds three distinct types of reviews. First, those conducted by the various department heads for their own operations. Second, the work of

Ayer's "creative committee," headed by Wallace. And third, the "operational review board" which periodically reviews the entire status of each account (including the work of the service representatives).

The "creative committee" passes on all plans, proposals, and recommendations, and is generally responsible for maintaining the quality of the agency's advertising and marketing product.

IX. Ayer's Radio Television Department

Meanwhile, back in New York, Ayer's radio department of 60 people (excluding secretaries and stenos) has been reorganized and replanned along modern lines under the leadership of James Hanna, v.p. in charge, and Tom McDermott, v.p. for planning.

In general, Ayer's new radio/tv operation has two main responsibilities—program supervision, and the direct physical production of broadcast commercials.

On the program side, the department works on program research, planning, purchasing, contracts and supervision, and maintains a close liaison with the media department in Philadelphia.

On the commercial side, the department produces all live, film, and tape tv commercials, all live and record radio announcements, and also operates the Ayer Film Bureau, which handles the production of business films for client companies. It, too, has a close liaison with Philadelphia, and there is a constant shuttling back and forth of radio/tv, copy, art, and plans people between the two offices.

X. Ayer's 1958 Operation

Since 1953, Ayer has added such substantial accounts as People's Drug, Ohio Oil, Armour's food products (many different divisions), Hamilton Watch, Mo-Par (Chrysler parts), Cannon sheets, Dupont paints, photo and other products, Lee's carpets, Michigan Bell, John H. Breck, General Ice Cream, Corning Glass Consumer Products, and new assignments from Johnson & Johnson.

Its billing increase (twice the 1953 figures) has come 50% from new accounts and 50% from increased appropriations on old accounts, according to Shelley's estimates.

Of its total account list, Ayer will
(Please turn to page 68)

100% WHOLE SAMPLE

This year, of all 17 years since 1941, we have enjoyed our greatest business. Recession-wary executives must have said to themselves, "This is no time to monkey around!" So they investigated — bought Pulse — and use the mine of qualitative Pulse information profitably.

Pulse alone delivers the 100% whole sample. Unlike mail-diary, meter, or telephone methods that miss millions — the educationally handicapped millions unable to cooperate in paper work; the indifferent millions who refuse the chore of record keeping; the millions who lack phones — *Pulse alone uses direct, face-to-face interviewing right in the home.*

Information from 3,000 trained interview specialists reaches you in ample time for important decisions. For your Network TV investment, for your individual market-by-market implementation, let us show you how Pulse may be able to help you during 1959. A personal interview will be appreciated. Please write — or phone Judson 6-3316.

*Pulse rings doorbells
... interviews families
in their homes*



*Nothing
takes the
place of
INTERVIEWS
in the
home*

Largest Scientific Sampling

"Only U. S. Census talks with more families"

730 FIFTH AVENUE
NEW YORK 19, N. Y.

PULSE, Inc.

LOS ANGELES • CHICAGO • LONDON

N. W. AYER

(Cont'd from page 66)

have 60 clients in radio and 45 in tv during 1958, a sharp rise over last year. Here are a few of the highlights of Ayer's highly diversified air media operation:

Atlantic Refining, for which Ayer has been doing air media advertising for more than 23 years, had 700 major league baseball games over seven regional networks, involving more than 110 radio and tv stations during the past season. Another Atlantic activity—tv weathercasting—operates local 5-minute tv programs, five-days-a-week, in 35 eastern cities.

Specials and spectaculars: Nine of the 21 tv specials offered by NBC this October will be sponsored by Ayer clients. The agency has always been strong in this phase of tv, with such features as the Shirley Temple Storybook, and the Bell science series, and believes implicitly in the value of the tv special as an advertising and marketing tool.

Hamilton Watch: For Hamilton's electric watches, Ayer in early 1958

recommended an experiment in early-morning spot radio in approximately 30 markets. Programs featured local personalities; results have been so good, in terms of station promotion and dealer interest and sales, that the campaign has been extended this fall.

Illinois Bell Telephone, one of Ayer's biggest regional clients, each year sponsors the Illinois State High School Association basketball championships over a regional tv network. The tournament involves 14 hours of air time in two days (only the Republican and Democratic national conventions exceed it in total time) and the production of 84 minutes of commercials. Ayer provides 150 different pieces of copy for use live or on film, plus many special announcements.

Stephen F. Whitman & Son, candy account, acquired by Ayer in 1955, traditionally has used print advertising. Ayer switched to spot tv, got a 10% sales increase. But when spot tv costs began to rise, Ayer tested spot radio and a significant part of Whitman's 1958 budget is in that medium.

Sealtest — Breck — Hills Brothers: For these three clients Ayer put to-

gether a national network tv series (Shirley Temple) with two of them using the program as regional advertisers. This meant fitting the network to the marketing needs of each and setting up a maze of film chainbreaks, cut-ins, and opening and closing billboards to cover all possible sponsor combinations. Each of Ayer's three clients reports impressive sales results.

Corning Glass is testing a new product (Corning Ware) this fall, and Ayer is running test-market operations in four major markets—Boston, Providence, Hartford, Springfield. In each, a different combination of tv spot, full-color pages in Sunday supplements, and black-and-white newspaper ads will be used. Results will guide Ayer and Corning in selecting the media to open up other markets.

Videotape and color: Ayer's radio/tv department is maintaining a series of experiments with color tv production, especially in connection with the presentation of products and packages.

Ayer was one of the first agencies using videotape. Recently it produced 18 commercials on tape in a two-day period, a job which normally would have taken up to nine weeks on film, according to Ayer executives.

XI. Summary of Impressions

N. W. Ayer is, beyond question, the least well-known (along Madison Avenue) of all the major agencies. Its Philadelphia location, its traditional aloofness (it has never joined the 4A's) and its historic past, have tended to surround it with an aura of conservatism, even stuffiness.

But a more realistic estimate of the modern N. W. Ayer perhaps can best be summed up by this anecdote:

Above Warner Shelley's desk hangs a picture of Pine Valley, one of the toughest and most terrifying golf courses in entire world. Located 18 miles east of Philadelphia, in the sand and scrub pines of southern New Jersey, it has murderous traps, horrifying bunkers, and brambled stretches of rough that have crumpled some of golf-dom's most distinguished players.

Shelley not only belongs to Pine Valley; he lives in a house on the course. He says, "I've played every inch of it. It doesn't scare me any more."

N. W. Ayer seems to have played the entire course, too. Nothing about the advertising business seems to scare it very much.

WAPPY

Birmingham

Soon to be
50,000
watts*

more than ever
The Voice of
Alabama

*5,000 Nights

Represented nationally by

Henry I. Christal

Exciting
Cleveland Barons
HOCKEY

WGAR

Radio for
Grown-Ups
...of
ALL AGES



We offer you a large share of the Northeastern Ohio buying audience

You reach Northeastern Ohio's real buying audience through WGAR. Because WGAR surrounds your commercials with radio for grown-ups... of all ages.

For instance, this coming winter, WGAR will present exciting professional hockey featuring the popular Cleveland Barons. Each action-packed play will be reported by Ohio's most

colorful sportscaster, Bill McColgan, for the Barons' thousands of radio fans.

WGAR maintains this policy in all its programming... good music... variety shows... sports... accurate news coverage... drama—featuring performers from top CBS talent. So reach your real buying audience through WGAR.

Radio for grown-ups
... of all ages

WGAR
CLEVELAND OHIO*

The Peoples Broadcasting Corporation
WRFD-Warthington, O. • WTTM-Trenton, N. J.
WMMN-Fairmont, W. Va. • WNAX-Yankton, S. D.
KVTV-Sioux City, Ia.

*Represented by the Henry L. Cristal Company

RADIO SPOTS

(Cont'd from page 43)

mercials is still in its infancy and some sharp traders offer samples gratis, it's now accepted practice for client to pay between \$150 and \$500 for ideas and other experiments involving music. These costs are generally deducted from the eventual fee when material is purchased. Most agencies order several samples to make it possible for the client to choose the best.

• *Parodies* of recent musical hits are the basis of campaigns by De Soto and Rheingold — jingle writers point out that listeners may recall the orig-

inal lyrics and not the sales message.

• *Repetition* of tunes over and over until they're established is essential. One critic pointed to Mercury's lack of success because of 100 different jingles in a few years. None was kept on long enough to make the headway it needed.

• *Mood of commercial* is all-important. Phil Davis, a leading producer of commercials, says that each product has the right musical approach for its sales strategy: "Beer should be care-free, milk should feel outdoor, insurance should convey security and auto dealers must express immediacy." □

VIDEODEX

(Cont'd from page 41)

ers and which families have been viewing for years. (See box on page 41.)

Early advertising agency clients included such Chicago agencies as Sherman & Marquette; J. Walter Thompson; Foote, Cone & Belding; Roche, Williams & Cleary. In 1951, Videodex opened its New York office which is now largely devoted to sales and service, while the Chicago office can now be regarded as the production center (all diaries are sent there, most computing and tabulating is done there).

An interesting sidelight on the Videodex use of the diary technique is its policy of never using the first diary of a new panelist as part of its report. Reason: the first diary is apt to be atypical. Too often homes reporting for the first time have included some such comment as, "Stayed home all week, tried to watch every show."

After the freeze on allocations came off tv, Videodex saw a need for uhf reports as well as more definition of counties in secondary markets. It was then they began the tv coverage data series which now takes in some 80 odd markets with uhf channels and about 125 cities reported on basis of station penetration of their counties. The counties all do \$1 million or more in sales annually and include (1) secondary counties where tv broadcasts originate and (2) non-originating tv counties. The uhf markets are reported monthly, secondary and non-originating counties two times a year.

In addition to its diary technique, measurement method used consistently from the beginning, Videodex also uses telephone for special overnight assignments in some 292 markets.

Allan Jay, the managing director, was one of the founders of Videodex. He is a graduate of U. of Chicago's graduate school of business administration in marketing and market research, served as a field researcher for *The Chicago Tribune* and Armour & Co. before setting up Videodex. He heads the New York office to which he commutes from the suburbs where he lives with his wife and four children. The Chicago office is headed by Beatrice Biedron, office manager, who oversees the diary processing and statistical work. She came to Videodex six years ago from Pilot Surveys Co. She is a marketing graduate of Northwestern U.



YOU CAN'T MISS! with...
WEAU-TV
THE
BIG CHEESE
IN WISCONSIN

- Programming the **BEST** of all three networks, ABC, NBC and CBS.
- A single station market in the heart of Wisconsin . . . covering twice the population and twice the area with our new 1,000 foot tower with maximum power.
- Serving the giant land of $\frac{3}{4}$ million people and two million cows.

WEAU-TV
EAU CLAIRE, WISCONSIN

See your Hollingberry man—in Minneapolis, see Bill Hurley



Our road-rallying friends are more surprised to see the wrangler than vice-versa. They seldom see horses these days, except those owned by rodeo riders and a few working cowhands. The West has changed.

Westerners' Secret Revealed

We may be gunned down for this, but it's time you knew. Few people around here ride horses anymore. Horses are too slow. Distances are too great.

For example, many salesmen for Amarillo's 370 wholesale firms drive 200-300 miles a day to make regular calls on close-to-home customers. High school football fans willingly motor 120 miles to see Friday night games. To attend a party 60 miles from home isn't unusual.

The vastness of the Plains puts everybody on wheels. We have more cars. We drive more. While national sales of things automotive average \$768 per family, KGNC-TV viewers buy \$1085 worth.

Lest you think all this means it's a long way between waterholes, note well. More than a half-million people live in our service area. Amarillo is their trade center, of course. But they also buy in 271 other cities, towns, villages and wide-places-in-roads. And KGNC-TV covers them all.

For a generous sample of change from the New West, add to your list

KGNC-TV

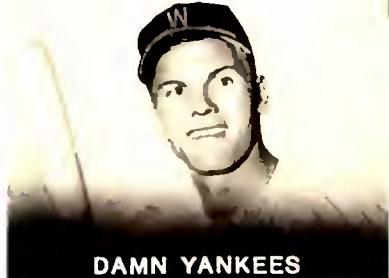
NBC Television Amarillo, Texas

Channel 4

Full power coverage in 4 states
Represented by the Katz Agency

What do these pictures have in common?

ART DIRECTION



DAMN YANKEES

THIS ART DIRECTOR... who brings excitement to this dynamic musical and power to this realistic commercial... a spectacle's extravagance, an industry's energy, presented with the same vitality by this man.



STANLEY FLEISCHER



KAISER INDUSTRIES



HOME BEFORE DARK

MUSIC SUPERVISION

THIS MAN... whose musical direction gives depth to this drama and rich highlights to this award-winning commercial... a psychological study, a stylized automobile display, each set to its own perfect theme.



RAY HEINDORF



CHEVROLET

ANIMATION



BUGS BUNNY

THESE MEN... who provide these cosmopolitan characters with a very animated existence... a notorious rabbit, a world-renowned sportscaster, created with universal humor and selling power by these Animation Directors.



FRIZ FRELING
CHUCK JONES



GILLETTE

SPECIAL EFFECTS



THE OLD MAN AND THE SEA

THIS SPECIAL EFFECTS EXPERT... who brings the sea's sweeping background to this great epic, magic to this award-winning commercial... nature and a flying TV set from this man's world of illusions.



LOUIS LICHTENFIELD



RCA VICTOR

All these films were produced

... for the same audience, and people everywhere respond to quality
... by the same men, experts in every phase of film production
... with the same vast technical facilities that established Warner
Bros. leadership in motion pictures and television, including
WB's exclusive Ultra-Violet Background Matte Process
... and introducing WB's complete *East Coast* editing and optical
facilities.

You can trust these creative experts to give your commercials the
quality and impact of the best feature films... and at competitive
prices!

IN NEW YORK,
CALL OR WRITE
Joseph D. Lammek
Warner Bros. Television
666 5th Avenue
Circle 6-1000

IN LOS ANGELES,
CALL OR WRITE
David H. DePatie
Warner Bros. Television
4000 Warner Blvd.
HOLlywood 9-1251



FILM-SCOPE

11 OCTOBER 1958
Copyright 1958
SPONSOR PUBLICATIONS INC.

Swift & Co. (via McCann-Erickson) is considering syndication to overcome some local product competition.

First assault will be on the New England market, where strong regional packaged meat products cater to strong local tastes.

Station operators have found that the surest way to hold an audience during an intermission on the programming schedule is with cartoons.

Experience has disclosed that the public relations shorts are too much of a gamble.

A pricing rule-of-thumb for syndicated series has finally emerged in the New York market.

It stacks up like this: For the two major network stations, **WNBC-TV** and **WCBS-TV**, a first-run series will cost (for program) \$3500. The two independent stations which are heavy syndication users, **WABD** and **WPIX**, will pay around \$1500.

But, as in other markets, flexibility in pricing is still rampant.

Now that the bulk of buying for fall is over, two distinct selling trends have become noticeable. They are:

- (1) Package buys by regional advertisers (of a single series) are taking a sharp upswing.
- (2) While regional advertisers buying syndication have definitely increased, the increase has been among sponsor-types already heavily involved in syndication. (For example, such major new buyers in the brewer category as Budweiser and Pabst, gasolines as Sunoco, Amoco and food marketers as Kellogg and Pillsbury.)

It looks now like MCA-TV won't have another new syndication property available for release this year.

MCA has been holding back on its *Secret Agent 7*, and the probability is that the show is headed for a network sale.

Instead, the syndication arm of MCA is concentrating its selling in two areas: the Paramount library and second-year series.

An interesting note: Now that *Rosemary Clooney Show* has been dropped from NBC-TV, MCA is putting its syndicated Clooney show back on the active selling list. Show (a first-run syndicated product) had been withdrawn during the network series.

Flashes from the film field: **Screen Gems** is setting up a special syndication production arm, charged with creating a minimum of three syndicated properties yearly. First series will be *Stakeout*, based on the Florida Sheriffs Bureau . . . **S&W Fine Foods** has bought *Burns & Allen* re-runs in eight key western markets . . . **Westinghouse** will pitch its Christmas campaign via NTA's *Shirley Temple Film Festival*, of which it has one-third sponsorship.

(For more film developments see FILM WRAP-UP, page 82.)

MARKETING WEEK

11 OCTOBER 1958
Copyright 1958
SPONSOR PUBLICATIONS INC.

Operations research was the real news of ARF's 4th annual conference.

Five speakers were either expert practitioners in the field or spoke at some length on work done through OR techniques. Seldom have admen been treated to such a display of technical language.

The spotlight on OR was no accident and the emphasis on OR was rife with significance for advertising. Here are some reasons why:

- **The OR boys feel OR holds the key to measuring advertising effectiveness,** probably the most important question facing advertising research today. Arthur D. Little's John F. Magee stated flatly that "10 years from now, scientific prediction of advertising results will be commonplace." Du Pont's ad director Fred Wardenburg ended his catalogue of advertising research techniques by calling OR the "pot of gold." He declared that, in this area more than in any other du Pont was attempting to investigate the relationships between advertising and sales.

- **There was not one ad agency name among those speaking on OR.** One speaker, Russell Ackoff, director of the Operations Research Group at Cleveland's Case Institute, accused agencies of resisting "good" scientific research because of the fear that it will show too much advertising is being done. In warning that management will brook no delay in uncovering scientific measures of ad strategy, Ackoff implicitly raised the question of whether management and marketing consultants will intrench themselves with company management to the detriment of the ad agencies.

- **If the agencies are going to embrace OR—and they no doubt will—they'd better hurry.** The pace of ad research is speeding up because of those amazing electronic computers. Ad Research Manager Charles K. Ramond of du Pont noted that "only in the past few years—since the development of high speed computers—has it been possible to perform the necessary analyses (relating advertising to sales via OR) within a reasonable amount of time."

- **While the technical aspects of the OR material delivered at the ARF conference went over the heads of most of the listeners, ARF executives undoubtedly felt that the values of exposing the audience to OR made it worthwhile.** OR is not a widely-known science, though it has been used for nearly two decades.

OR was developed, first by the British, then by Americans, during World War II, when teams of scientists were put together to work out problems in such areas as U-boat hunts, radar and logistics. Following the war, its techniques were applied to business and industry.

No one has yet come up with a satisfactory definition of OR. However, the following characteristics are usually present: (1) The problem to be solved is a broad one, such as correlating the numerous factors that lead to a sale. (2) OR is undertaken for top management decision-making. (3) Scientists from a number of fields work together in getting the answers. (4) Statistical analyses and probability theory are employed. (5) The hypotheses or result are expressed in the form of a mathematical "model."

Can advertising in Negro media adversely affect sales of the product to whites under certain conditions?

Not at all, Negro appeal broadcasters maintain, taking issue with a statement in MARKETING WEEK (see 23 August issue).

Negro radio would never have grown to its current dimensions if such a problem existed, the broadcasters said.

WASHINGTON WEEK

11 OCTOBER 1958
Copyright 1958
SPONSOR PUBLICATIONS INC.

The Harris subcommittee hearings have now come home to roost.

The FCC has now embarked on an investigation which will take in every instance of alleged improper conduct in the House Commerce Legislative Oversight subcommittee's records.

Miami channel 10 and Boston channel 5 have been remanded to the FCC by the Appeals Court for consideration of these charges. The FCC, itself, took the initiative in two other cases, it was revealed last week.

Rep. Oren Harris (D., Ark.) has never revealed exactly how many cases are in the subcommittee files. At one stage, he said at least 25 TV licenses should be voided because of improper approaches to FCC commissioners.

Information was put in the records of the Harris hearings covering enough contested TV channels, however, to shake the national TV picture even if the Commission deals only with the publicized cases.

The FCC announced publicly that it plans to probe the Orlando, Fla., channel 9 award to Mid-Florida TV.

On the same day, it was revealed it had sent a letter to Biscayne Television, saying it would hold up approval of the sale of that company's AM and FM radio stations pending a probe of how Biscayne won Miami channel 7.

FCC sources say that there will be no stopping point, that all questionable cases will be probed, that the probes will be thorough.

This is viewed as an effort to get the Commission off the Harris subcommittee hot spot.

The Miami channel 10 hearings, now apparently concluded, take on a new and deeper significance: Without question it will be precedent-setting.

If the final decision is to cancel the license of Public Service Television, National Airlines subsidiary, other licenses will certainly be knocked down like ten-pins.

The FCC, meanwhile, notified the Appeals Court that it must investigate the Boston channel 5 case before beginning hearings. In this case, Harris never revealed what he had on the successful applicant, the Herald Traveler, if he has anything on them. So the FCC has no ammunition.

The FCC has issued a new summary of its interpretations of section 315 of the Communications Act: **The so-called "equal time" political section.**

Just in time to guide broadcasters during the current political wars.

Rep. Oren Harris (D., Ark.), chairman of the House Commerce Committee and chief congressional crusader against pay-TV, has already revealed he will try to push legislation to outlaw it.

He has said he will start hearings in January or before.

Now he is on the warpath against even the closed-circuit variety. He issued a statement to the effect that he had been in the forefront pushing legislation to exempt sports from the antitrust laws. His feeling was most apparently that sports enterprises were trifling him in the back by flirting with pay-TV.

Harris said that the upcoming hearings on the overall subject will now deal quite importantly with the closed-circuit plans of several baseball and football teams, phone companies, plus Skiatron. He announced he had sent letters to nearly a dozen companies asking for dope on these plans.

SPONSOR HEARS

11 OCTOBER 1958
Copyright 1958
SPONSOR PUBLICATIONS INC.

Martin Revson, co-founder of and departee from Revlon, is said to be mulling a crack at the agency field.

His forte in the Revlon operation was **merchandising**.

You'll find that showmen in the business are pretty well agreed that the tv series which will turn out to be classics of American comedy—a la Charlie Chaplin's one and two-reelers—are:

I Love Lucy, the Honeymooners, and Burns and Allen.

The interest shown in reviving the venerable **True or False** may be the signal for a return to the era when quizzes depended on innate excitement, not on the volume of pelf.

True or False (owned and m.c.'d by **Dr. Harry Hagen**) left radio in 1943 after seven years of sponsorship by **J. B. Williams**. It's top budget then: \$1,400.

Probably the most important niche that **Raymond R. Morgan, Sr.**, who died last week, carved out for himself was as a pioneering super-salesman of spot radio.

The first mammoth cross-country spot operation was his sale (along with the late **Scott Howe Bowen**) of the **Chandu the Magician** series to **Beech-Nut**.

Live programs have reached their lowest ebb yet on the tv network affiliated stations in Chicago.

Old standbys, such as news and weather at 10 p.m., are being bumped off to make way for movies or network originations.

This practically labels Chicago as a ghost town for talent opportunities.

General Foods is reported to be on the verge of reapportioning \$6 million of its advertising budget.

Which of the GF agencies will lose it and who will get it—it could be a newcomer to the GF stable—is yet to be determined. The speculation includes the names of **Ted Bates** (which holds a chunk of **Standard Brands**) and **William Esty**.

Add the whilom **DuMont** network to the list of notable training grounds for business executives in tv and the advertising field.

The roster of "graduates" includes:

NAME	CURRENT POSITION	NAME	CURRENT POSITION
Les Arries, Jr.	WHDH-TV, Boston	Bill Koblenzer	NTA
Chick Avery	NBC TV sales	Frank Martin	Blair Tv
Halsey Barrett	TvB sales director	Charles McGannon	Westinghouse
Ted Bergmann	Parkson president	Werner Michele	Reach, McClinton
Art Elliott	CBS TV Spot Sales	Peter Triollo	DFS media
Humboldt Greig	C. J. LaRoche	Bill Vernon	Blair Tv
Dick Hamburger	Ziv Tv	Chris Witting	Westinghouse
Norman Knight	Yankee Network	Larry Wynn	Fm Concert Network



*Nothing else like it
in Greater New York*

When the Woolworth building was erected there was nothing else like it in New York. When WVNJ first conceived playing just Great Albums of Music, there was nothing else like it in America. Today its formula is being copied by stations from coast to coast.

There are good reasons for this. Great Albums of Music appeal to an adult audience — those most able to buy: — those most able to persuade others to buy. It's the only audience that really pays off.

The WVNJ formula delivers more of this adult audience in Essex County alone (pop. 983,000) than any other radio station in New York as well as New Jersey. And the cost is less than 31c per thousand homes — by far the lowest in the field. We can prove it with Nielsen and Pulse. We'll be glad to — anytime you say.

RADIO STATION OF The Newark News

national rep: Broadcast Time Sales • New York, N. Y. • MU 4-6740

WVNJ

Newark, N. J.—covering New York and New Jersey

NEWS & IDEA

WRAP-UP

ADVERTISERS

Sindlinger reports that interest in the new 1959 automobiles is now 21% greater than for the 1958 models.

The research firm estimates that 52.2 million people are now talking about the Detroit cars every day.

During the week following the announcement of the new Buick, 24.4 million people were talking about it per day, whereas for the comparable week for September 1957, talk about the new Edsel averaged 19.4 million per day.

Vick Chemical Co. is continuing

to expand and diversify into all major segments of the drug and related fields.

Latest acquisition: The Lavoris Co., 56-year old manufacturer of mouthwash, in Minneapolis.

This brings the Vick total of divisions and subsidiaries to 12.

Prospective merger: R. J. Reynolds and Warner-Lambert Pharmaceutica Co. have received an okay by the board of directors of the respective companies to continue negotiations looking to a merger of the two companies.

The set-up: Reynolds would be the acquiring company, but W-L would

keep its identity and essentially be operated by its own management.

Campaigns:

• **Muriel Cigars**, a division of Consolidated Cigar Corp. will introduce its new miniature corona Coronella, via a saturation spot tv schedule in New York, to run for 13 weeks. Agency: Lennen & Newell.

• **Dodge** has its advertising plans set for its 1959 models. Radio: spots on about 200 stations in 131 markets and network radio on about 400 stations in some 275 markets. Tv: Lawrence Welk's Saturday night show, via ABC TV.

• **Eat-A-Treat, Inc.** of Cincinnati, is expanding into additional markets in Mich., Ind., Ill., Ohio, Wisc., Okla., and Texas, following successful market testing in Western Mich. Tv spot campaigns are being formulated for 23 stations by the recently formed Bruce M. Radder Advertising Agency of Grand Rapids, Mich.

• **C & H Sugar** will utilize a heavy

PICTURE WRAP-UP



CBS affiliates' gen. mgrs. greet Louis G. Cowan, CBS TV pres., in Wisc. (l to r): Frank Shakespeare, WXIX, Milwaukee; Haydn Evans, WBAY-TV, Green Bay; Ralph O'Connor, WISC-TV, Madison; Cowan; Howard Dahl, WKBT, La Crosse; Dick Dudley, WSAU-TV, Wausau



Don't shoot! Chuck Connors, alias *The Rifleman*, demonstrates how to get a contract signed, for his tv series via ABC TV. Signing at gunpoint is W. P. Illeys, ad mgr. for Ralston division of Ralston Purina Co., the show's sponsors. Standing, Oscar Norling of Gardner Adv.

WAPI Day is proclaimed by Mayor James Morgan of Birmingham (l). He is showing proclamation to Charles F. Grisham, v.p. and gen. mgr. WAPI, WAPI-TV, WAPI-FM. Reason for proclamation: The station, serving Alabama for 36 years, now plans to increase its daytime power



tv schedule this fall to introduce its new package on the West Coast and in the Mideast. The campaign calls for new tv ID's on 88 stations. Agency: Honig-Cooper, Harrington & Miner.

• **Dr. Pierce's Golden Medical Discovery**, a stomach tonic, starts its six-month drive this week, via print and one-minute ET spots on 60 radio stations throughout the country. Agency: Emil Mogul.

Strictly personnel: Management promotions at Vick Chemical Co. include: **Lunsford Richardson, Jr.**, assumes responsibility for Central Personnel Services; **J. G. Morrison** becomes v.p., Vick Products division, in charge of Lavoris (see lead item); **William Jeffery**, named v.p., Vick Products division, for Acquisition and Canadian operations . . . **Daniel E. Charnas**, appointed media director of P. Lorillard . . . **Robert J. Gillen, Jr.**, named station relations manager, coordinator of advertising and merchandising at Hazel Bishop, Inc.

Vampire on the prowl: Fearful lady is one of three "vampires" assigned by WABC-TV, N. Y. to tour the streets promoting Zacherley, the Mon-Fri night host of *Shock Theater*



AGENCIES

U. S. Broadcast Checking Corp. is introducing a system of "Monitoring by Automation" for tv.

The method:

An electronic, multi-tv channel, photo sound system that produces accurate compact video-audio reports in story board form, dubbed a Tv Tear Sheet.

Its developers feel the system spells the end of triple-spotting, and provides a foolproof and workable clip system for the tv industry.

Pretesting tv commercials along with newspaper and magazine advertisements is really a form of advertising insurance.

So stated Dr. Perham C. Nahl, associate director of research at NL&B, Chicago, before the Fourth Annual Conference of the ARF in New York.

Dr. Nahl suggested these six steps for efficient pretesting:

1) Define the problem clearly before starting

- 2) Reach agreement on what to measure
- 3) Design the test to be as simple as the problem permits
- 4) Use small samples intelligently
- 5) Test as early as possible, and
- 6) Communicate clearly to all concerned.

Campbell-Ewald, Detroit will use trade magazines this month to invite media people on a come-one, come-all basis for open house at the agency during the week of 20-24 October.

Purpose: To acquaint media with the true scope of modern advertising company's responsibilities.

"We are occasionally startled," said C-E president T. B. Adams, "by the unfamiliarity of some media people with the job of an agency outside the narrow sector in which they, themselves, operate."

Agency mergers: **Peck Advertising**, in New York and **W. B. Doner Co.**, Detroit, bringing the combined



Trademark mermaid De Laine Helms, of KBIG, Catalina and queen of Fish & Seafood Week in So. Calif., points out her home to Hu Roberts, a.c., Lee & Associates, Los Angeles agency doing promotion for So. Calif. Fisheries Assn.

"For buckling down these 15 years—and for creating copy whose originality and selling power have won applauds from clients, co-workers and competitors alike," Myron Mahler (l) v.p. and creative dir. of Emil Mogul, receives solid gold belt buckle from Emil Mogul, pres.

In the leadership spotlight



Top-drawer advertisers are buying WGN

You're in good company when you join smart time-buyers who select WGN to sell millions of dollars worth of goods for top-drawer clients. Exciting new programming in 1958 makes WGN's policy of high quality at low cost even more attractive to you.

WGN-RADIO

CHICAGO, ILLINOIS

SALES IN WESTERN MONTANA



**TIMEBUYERS:
YOUR JOB IS
TOO TOUGH!
IF YOU'RE NOT USING**

**KMSO ch 13
TO SELL WESTERN MONTANA**

- 42,000 TV HOMES
- ONE DOLLAR PER 1000
- 80% UNDUPPLICATED

CALL OR WRITE
NAT. REP. GILL-PERNA

KMSO — MISSOULA, MONTANA

billings to \$20 million. The officers of Doner & Peck, Inc. include:

Harry Peck, chairman; Sidney Garfield, president and chief executive officer; Sanford Hirschberg, executive v.p.; W. B. Doner, treasurer; and Marvin Frank, secretary.

Another merger: The Lee Donnelly Co. of Cleveland is being acquired by Clark & Robertz, along with another Cleveland agency—John B. Hickox, Inc.

Agency account changes: General Baking, to Compton from BBDO where it had been for almost 30 years. Budget: about \$500,000 . . . Pabst Brewing, to K&E, from NC&K. Budget: about \$7 million . . . Association of Dodge Dealers in New York and New Jersey, to Grant. Budget: \$750,000 . . . Fizzies (Warner-Lambert) to Lambert & Feasley from L&N . . . DnBarry and Sportsman Toiletries to Lambert & Feasley from NC&K . . . The Forstmann Woolen Co. division of J. P. Stevens & Co. to BBDO.

Agency personnel: Merlin E. Carklock, vice-chairman of the board of Calkins & Holden has resigned from that agency. Walter B. Geoghegan, a v.p. at C&H, promoted to senior v.p.; William Chalmers, v.p., to executive v.p.; A. Dudley Coan, account supervisor, to v.p., and Warren Rebelle, director of media and research, to v.p.

More on personnel moves: Roswell Metzger, chairman of the executive committee of EWR&R, named active head of the agency's Central Division . . . Frank Lapick, former v.p. with F&S&R, joins Carr Liggett Advertising, Cleveland, as v.p. . . . Leonard Hyde, to the Detroit office of Leo Burnett, as media manager . . . Herbert Gandel, assumes additional duties as radio/tv buyer at Kudner . . .

NETWORKS

The Kitchen of Sara Lee, never before on network tv, will be rubbing elbows with royalty for a single night.

It's sponsoring the Imperial Ball, starring the Prince and Princess Ranier of Monaco, at the Waldorf Astoria, N. Y., 14 December.

Cunningham & Walsh made the buy.

Buckskin, which did so well this summer as a replacement for Ernie Ford has been bought on NBC TV (Friday, 7:30-8 p.m.) by Pillsbury.

It will be a mixture of new episodes and repeats. Burnett is the agency.

Other tv network sales: Brown & Williamson, to Join Miles Labs on ABC TV's *Wednesday Night Fights* . . . The Mennen Co. has moved from the Fights to CBS TV for an hour of alternate weeks of *Pursuit* . . . American Tobacco Co., for *How To Marry A Millionaire*, via the NTA Film Network . . . Carter Products brings the total to 11 advertisers for ABC TV's *American Bandstand* . . . Brown and Williamson, American Chicle, and Whitehall, for one-minute each, every week on ABC TV's *77 Sunset Strip*.

Radio network sales: Studebaker-Packard, for its new Lark car and its 1959 line, is in for 109 participations in Mutual's news and news-in-depth programs for the two-week period starting 8 November . . . Sales on ABC for September: Chrysler, Studebaker-Packard, Plymouth, Cadence Records, Little Craft and U. S. Pharmacal Co.

Thisa and Data: CBS Radio affiliates convene with the network in New York 29-30 October. Speakers for the network will include Frank Stanton, Arthur Hull Hayes and Sig Mickelson . . . NBC has agreed to assume temporarily, direct production responsibility of all Barry & Enright programs currently on NBC TV . . . Philco is telling the story of its armed forces research and development activities during commercials on its sponsored Mutual football games.

On the personnel front: G. E. Hurst named Pacific Coast network sales manager for CBS Radio . . . Richard Ricker, to the post of account executive with the NBC Central Division Tv network sales staff . . . Sandy Cummings, named director of network program department for the ABC TV western division.

FILM

American Oil Co. (Amoco) is negotiating for CBS Films' "Border

Effective radio advertising sells goods, services, ideas. Bartell Family Radio has always believed that the big audience isn't enough—that maximum buyership requires all age groups in its composition.



Eleven years of family programming has produced the ideal buying audience...men, women, youngsters. All are important, all included in the intriguing featurettes, copyright games for family fun, and complete local news with names and addresses.

This is the good-taste programming which builds station loyalty, lasting friendships.

That's why products which depend upon volume sales depend upon Bartell Family Radio.

Bartell it—and sell it.

**BARTELL
FAMILY
RADIO**
COAST TO COAST



AMERICA'S **FIRST** RADIO FAMILY SERVING 15 MILLION BUYERS
Sold Nationally by **ADAM YOUNG INC.**

YOUR FUTURE IS GREAT IN A GROWING AMERICA



AMERICA ALWAYS OUTPERFORMS ITS PROMISES

We grow so fast our goals are exceeded soon after they are set!

7 BIG REASONS FOR CONFIDENCE IN AMERICA'S FUTURE

1. **More People**—Four million babies yearly. U. S. population has *doubled* in last 50 years! And our prosperity curve has always followed our population curve.
2. **More Jobs**—Though employment in some areas has fallen off, there are 15 million more jobs than in 1939—and there will be *22 million more* in 1975 than today.
3. **More Income**—Family income after taxes is at an all-time high of \$5300—is expected to pass \$7000 by 1975.
4. **More Production**—U. S. production *doubles* every 20 years. We will require millions more people to make, sell and distribute our products.
5. **More Savings**—Individual savings are at highest level ever—\$340 billion—a record amount available for spending.

6. **More Research**—\$10 billion spent each year will pay off in more jobs, better living, whole new industries.

7. **More Needs**—In the next few years we will need more than \$500 billion worth of schools, highways, homes, durable equipment. Meeting these needs will create new opportunities for everyone.



Add them up and you have the makings of another big upswing. Wise planners, builders and buyers will act now to get ready for it.

FREE! Send for this new 24-page illustrated booklet, "Your Great Future in a Growing America." Every American should know these facts. Drop a post card today to: THE ADVERTISING COUNCIL, Box 10, Midtown Station, New York 18, N. Y.

Your
Great Future
in a
Growing America

Patrol" in 59 markets for an April 1959 start.

In its first syndication interest Amoco's line-up would include New York, Boston, Philadelphia, Washington, Baltimore, Atlanta, Houston, Cleveland, New Orleans, Pittsburgh, Providence and other markets valued at \$1,500,000 in time and programs.

Joseph Katz is the agency.

Properties transferred:

• *The Gale Storm Show—Oh, Susanna!* was purchased by ITC-TPA from Hal Roach for \$2 million. Now on CBS TV, deal involves potential re-runs of 111 extant half-hours and 38 to be produced.

• Flamingo Telefilm Sales acquires distribution of *The Big Story* from Official Films. Owner-producer is Pyramid Productions.

ITC-TPA president Walter Kingsley this week revealed his new sales table of organization.

The set-up:

Hal James, national sales director; William Dubois, general manager of syndicated sales; Hardie Frieberg, assistant general sales manager; Walt Plant, eastern division manager; Art Spirit, central division manager and Chicago manager; William Andrews, western division manager; Russ Clancy, New York City manager, and Kurt Blumberg, sales administration manager.

Also joining ITC-TPA is Alvin E. Unger, formerly Ziv vice president in charge of the Chicago office. Manny Reiner, foreign sales chief for TPA, continues in that post for the new combined force.

Sales: S & W Foods expands its syndication coverage with buy of "Burns and Allen" in San Francisco on KTVU-TV, Los Angeles on KNXT-TV, Fresno on KMJ-TV, Phoenix on KOOL-TV, Tucson on KOLD-TV, Salt Lake City on KSL-TV, Portland on KPTV-TV and Seattle on KING-TV. Present buys, also through Honig-Cooper, Harrington & Miner, are *Highway Patrol* in Spokane on KHQ-TV and Sacramento on KBET-TV and *Fabulous Features* in San Francisco on KPIX.

Economee division of Ziv reports a 27% sales increase over last year in

August and September due to *Men of Annapolis* and *West Point* re-runs.

WPIX, New York, reports \$500,000 business in one week with new "Block-night" programing concept. (See SPONSOR, 4 October.) AAP reports sale of Warner Bros. library to WAGA-TV, Atlanta and other features purchased by 14 stations.

Promotion: CNP's *Flight* previewed at the Air Force Association Convention in Dallas, Texas . . . Ziv stars Adolphe Menjou, Richard Carlson, Broderick Crawford and Lloyd Bridges are doing Community Fund trailers.

Strictly Personnel: Edwin J. Smith has been named director of international operations for ABC Films . . . Jerome M. Wechsler joins the sales staff of AAP . . . Transfilm, Inc. has appointed Robert Bergmann v.p. in charge of TV division and Thomas

Whitesell v.p. in charge of motion picture production . . . Pathe Laboratories, Inc. elected O. W. Murray as president and David Melamed as executive vice president.

RADIO STATIONS

Timebuyers are relaxing their protective time minimums for radio commercials on competitive products.

This trend, reported by RAB president Kevin B. Sweeney, highlighted the last of the Bureau's Regional Management Conferences, this one for a group of Northeastern area radio station executives.

Quoting from a nationwide survey of some 200 timebuyers conducted by RAB during July, Sweeney noted:

- Some 52.7% of agencies request only a 15-minute interval between competing commercials compared to 43% of agencies in 1957.

YOUR BUSINESS WILL BE UP

if you read SPONSOR's 12th annual

FALL FACTS BASICS

38 pages on Marketing with 15 pages of BASICS charts
86 pages on Radio with 15 pages of BASICS charts
78 pages on Television with 18 pages of BASICS charts
17 pages on Film with four pages of BASICS charts

Reprints of popular BASICS charts sections:

16 pages on Marketing	1 to 9	35 cents each
16 pages on Radio	10 to 49	25 cents each
24 pages on Tv and Film	50 to 99	20 cents each
	100 to 499	15 cents each
	500 to 999	12½ cents each
	1,000 or more	10 cents each

Prices include postage

Readers' Service, SPONSOR, 40 E. 49 St., New York 17, N. Y.
Please send me the following reprints:

Check or cash enclosed Bill me

Section	Quantity desired	Unit price	Total amount
Marketing
Radio
Television-Film
Full copy of Fall Facts BASICS	—\$1		

Name Company
Address

**The nation's
highest
audience-
rated
Negro group**



YOUR NEW
CBS
BASIC
is

The SELLibrated (and only full
powered) station in the
GOLDEN VALLEY
(Central Ohio)

WHTN
TV

CHANNEL 13

Huntington-Charleston, W. Va.
serving 4 states and 5 prime cities

A COWLES OPERATION
Get the dollars and cents story
from Edward Petty Co., Inc.

- While 47% of these insisted on a half-hour separation between announcements one year ago, only 31.6% expect that courtesy today.

- About 11.8% want a 20-minute break.

limerick. Winner: Mrs. Edwin Johnson.

- Notes on stereophonic: **KFMQ**, Radio and **KOLN-TV**, Lincoln, will jointly produce a series of four stereophonic broadcasts on both stations, to begin this week.

Anniversary: **Reeves Sound Studios** celebrates, this week, the 25th year of its founding by Hazard E. Reeves, president.

Kudos: **Murray Cox**, farm editor on **WFAA**, Dallas, presented with the distinguished service award by the Vocational Agricultural Teachers of Texas . . . Governor George M. Leader presented **WNAR**, Norristown, Pa., with the annual "Commonwealth of Pa. Highway Safety Award."

Station staffers: **Maurie Webster**, named general manager of **KCBS**, San Francisco . . . **Claude Young**, appointed assistant general manager of **WEBB**, Baltimore . . . **Louis Shapiro**, to the post of station manager, **WSTV**, Steubenville . . .

TV STATIONS

Breaking the department store barrier: **KDKA-TV**, Pittsburgh's method of gaining confidence from the **May Stern Co.**, purchaser of the Bold Action program (see MARKETING WEEK, 20 September SPONSOR) was to hold a cocktail party for the furniture store executives, sealing a tv camera from view. Minutes later the goings on, recorded on tape, were played back for all to witness.

The Bold Action package was then unveiled with the entire plan for the 13-week campaign. Each guest was also presented with sales promotion kits advising him on all market data and days and times of the May Stern spots.

Another first: **Peoples Drug Stores** this week became the first local advertiser to use color tv spot commercials on **WRC-TV**, Washington. Agency: Wm. D. Murdock Advertising.

WDSU-TV-AM steps up editorializing: Due to favorable public reaction two weeks after its initial editorial, the New Orleans station will air edi-

Ray Ellingsen

P

HOTOGRAPHY

can give
your
photographic needs
the kind of
attention
you like
... backed by
experience
and artistry!

Simply call
DElaware 7-7249
or write to
12 E. Grand Ave.
Chicago

torials three times daily on radio,
twice daily on tv.

Ideas at work:

• KFEQ-TV, St. Joseph, Mo., celebrated their fifth anniversary by sponsoring a free water show and a "Night on the Town" promotion, billing both as birthday gifts to their viewers. More than 10,000 people showed up at one of the local lakes for the water show and contest awarding outdoor motor boats and water skis.

• James Garner returned to his home town this week, and Oklahoma City rolled out its red carpet for the occasion. The ABC TV outlet in the city, KOCO-TV, handled the promotion, which was climaxed by Gov. Raymond Gary proclaiming "James Garner Day" for tv's *Maverick*.

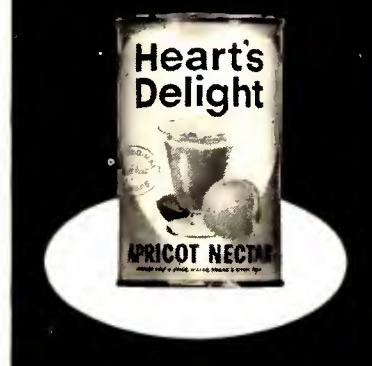
This and data: WFMB-TV, Indianapolis, held a "Color on the March" tint-tv demonstration at the station's studios last week, attended by more than 100 local and regional agency and advertiser personnel . . . **More about color:** Marshall Field & Co. will present a children's color tv show via WGN-TV, Chicago, to be seen in the early evening. It will be a story-book presentation of classics and contemporary books for youngsters.

Personnel notes: KNAC-TV, Ft. Smith, Ark., which recently absorbed KFSA-TV, has its expanded staff headed by Walter M. Windsor, named v.p. and general manager; Rex Hayes, commercial manager; Pat Porta, program director; Robert McCay, production manager and Charles Putnam, promotion manager.

Other personnel moves: C. P. Dwyer, named assistant general manager of WTVN-TV, Columbus, Ohio . . . Clifford Frohnhoefer, controller and assistant treasurer of Tidewater Tele-radio, Inc. (WAVY-AM-TV, Norfolk) . . . William Dix, Jr., assistant general manager, WGR-TV, Buffalo.

Personnel for the new sales staff of WCBS-TV, New York: Robert Baal, Alfred Di Giovanni, Robert Innes, Tom Judge, Edward Kenefick, John McCrory, James Osborne and Stan Schloeder. Also Walter Stein, to the post of research and sales promotion director and William Morris, sales promotion manager.

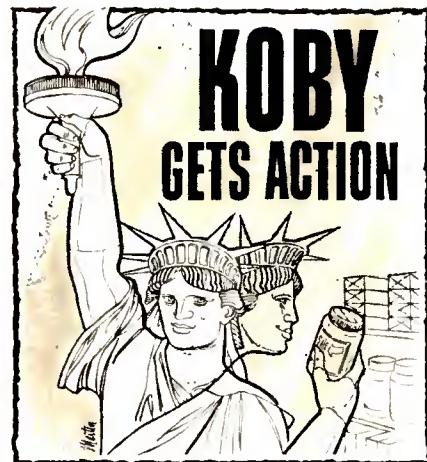
In the leadership spotlight



Top-drawer advertisers are buying WGN

You're in good company when you join smart time-buyers who select WGN to sell millions of dollars worth of goods for top-drawer clients. Exciting new programming in 1958 makes WGN's policy of high quality at low cost even more attractive to you.

WGN-RADIO
CHICAGO, ILLINOIS



In San Francisco, audiences respond to KOBY's musical formula beamed to San Francisco families. From New York to San Francisco, advertisers know that KOBY motivates the market!

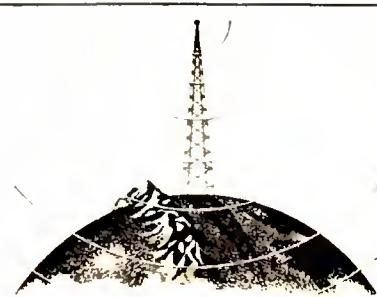
If your favorite tune is "Happy Days are Here Again," played by thousands of ringing cash registers . . . then it's time you called your Petry Man. He'll show you the rating facts and give you the big reasons to buy KOBY in San Francisco!

KOBY / 10,000 watts
San Francisco

Sit in with your PETRY Man
In Denver it's KOSI—
in Greenville, Miss.—WGVM
Mid-America Broadcasting Co.

HOUSTON'S FAMILY STATION!

KTRK-TV, channel 13



a giant's voice

heard throughout the Rocky Mountain West, is the welcome voice of KOA-Radia! It's the giant 50,000-watt voice that has dominated the rich Western Market since 1924.

a giant audience

Totaling over 4 million people in rural and urban areas in 302 counties of 12 Western states is reached, entertained, informed—and sold—by KOA-Radia.

gigantic results

are effected by KOA's skillful programming of top NBC programs and popular local shows... by KOA's staff of talented personalities... KOA's 50,000 watts of clear channel selling power!

Call on the giant selling force in the West—KOA-Radio—to do a gigantic selling job for you!

Represented nationally by
**HENRY I.
CHRISTAL CO., INC.**

KOA
DENVER *Radio*
One of America's great radio stations

NBC 50,000 Watts • 850 Kc

10/58

SPONSOR ASKS (Cont'd from page 61)

chalkboard. The last letter of each quotation was given as the first clue. As the contest progressed through the day, additional clues were given by having the announcer pull a letter of the alphabet from a bowl and indicate if the letter appears in the quotation and where it appears.

Winners were determined by earliest postmark. Neatness of entries was used as a tie breaker. Sixteen quotations such as . . . "In God We Trust," "Age Before Beauty," "Right As Rain," were used during the month-long contest.

The contest was conceived by the KETV promotion department. Shortly after a new clue was given on one night at 11 p.m., more than 200 cars at one time jammed the main downtown post office in Omaha. The tie-up was caused by contestants rushing to have their cards and letters postmarked in time.

A similar situation existed in Omaha's neighboring, Council Bluffs, Iowa.

Those on the scene in Omaha reported cars parking four blocks from the post office waiting to get to the outside mail boxes. Cars at one time were double-parked on three sides of Omaha's post office square. Some claimed it surpassed the busiest Christmas rush.

Post office employees were excluded from entering the "Quote to Click" contest after it came to the attention of station officials that some mail employees were using their proximity to cancelling machines to the disadvantage of other entrants.

Downtown stores reported a "run" on scenic postcards. One store operator said, "I first thought there was a convention of out of towners until I saw people jotting down quotations."

"Quote to Click" has proven how television station KETV can motivate its viewers.

James W. Evans, promotion manager,
WSOC-TV, Charlotte, N. C.



Promotions
that are well
advertised

I am a firm believer in diversified pro-

motional activities, especially in a market as highly competitive as Charlotte. There is benefit to be obtained from newspapers, radio, gimmicks, billboards, bus cards, and razzle-dazzle.

And during the eighteen months WSOC-TV has been telecasting, the promotion has contained all of these features, each playing an important role in the growth and development of the station, and the stimulation of audience.

We have promulgated the Channel 9 gospel via leaflets, toy megaphones inscribed with a promotional message (thousands of each of these two items were absorbed by the public at the 1957 Southern States Fair), 15-foot balloons flown over the area, contests promoting the sale and orientation of antennas (a 1958 Southern States Fair venture), and the propulsion of a "40-and-8" rail engine through the streets of Charlotte heralding the arrival of a new show.

Comment and response to these promotions indicated that each enjoyed success.

As a television man, however, I would be foolish not to be primarily devoted to and concerned with the

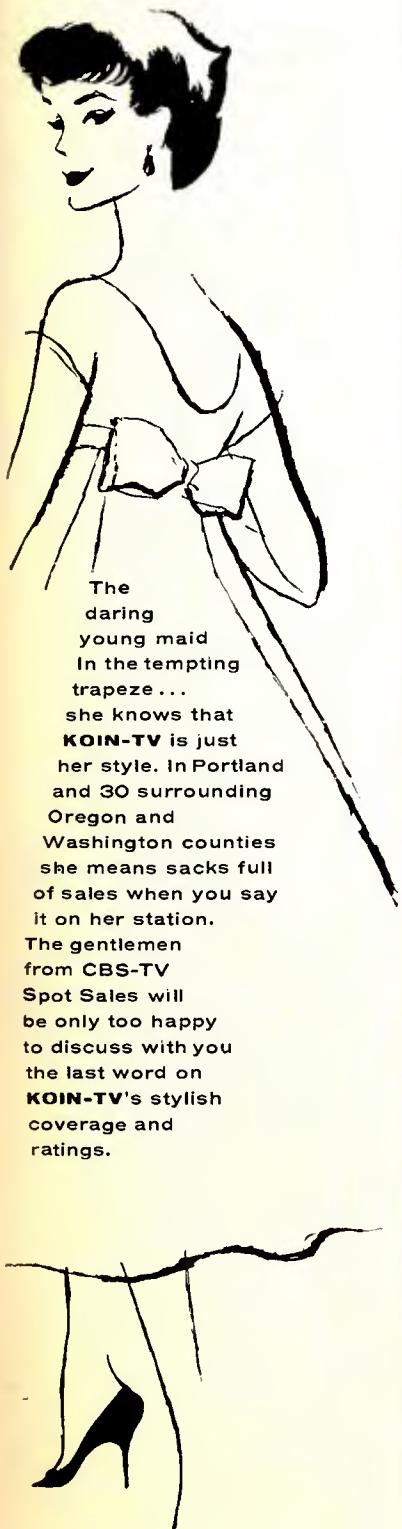
In the leadership spotlight



Top-drawer advertisers are buying WGN

You're in good company when you join smart time-buyers who select WGN to sell millions of dollars worth of goods for top-drawer clients. Exciting new programming in 1958 makes WGN's policy of high quality at low cost even more attractive to you.

WGN-RADIO
CHICAGO, ILLINOIS



force of my own medium in the promotion of audience.

The reasons are obvious.

Television is readily available and controllable. In the Carolina market it reaches 3,116,100 persons. It can communicate a specific message to a specific audience. It is both aural and visual. It is America's No. 1 advertising medium.

And audience promotion *does* require advertising.

Our most successful television promotion has been achieved through a plan of intense saturation in plugging a select few of our lagging shows in every available spot.

The intensity of such a campaign may often irritate.

But virtually every prospective viewer is reached sometime during the day and, if there is sales power in the promotional message, the result is bound to be a higher rating for the program being promoted.

The following examples can be cited supporting this plan.

After a series of high saturation campaigns in behalf of WSOC-TV's 6:30 p.m. local news show, the rating grew as much as 18.5 points in a few months.

Another local program, a week-day morning children's show, received the saturation treatment and the result was the capture of the majority of audience and an unusually high rating during mid-summer when the kids are normally outside playing.

Every type of promotion is designed with a specific purpose. And WSOC-TV will continue to depend on radio, newspapers, gimmicks, et al., each serving its own purpose in the promotion of audience.

But when the smoke of the final rating battle settles, the station that stands tallest will be the one with the more effective on-the-air television promotion.

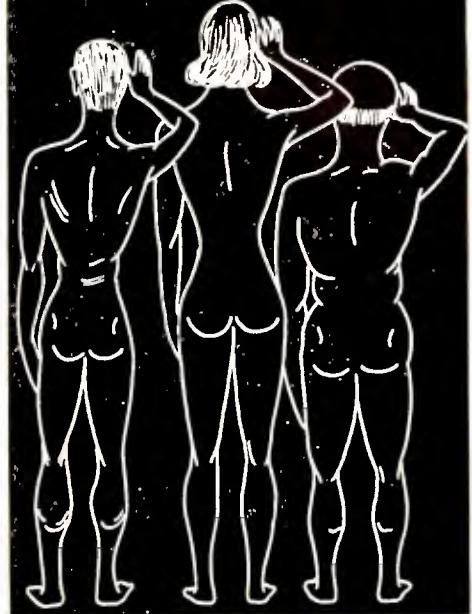
**Chuck Olson, promotion manager,
WREX-TV, Rockford, Ill.**



Promotion with showmanship

Our most effective promotional devices spring from spontaneous oppor-

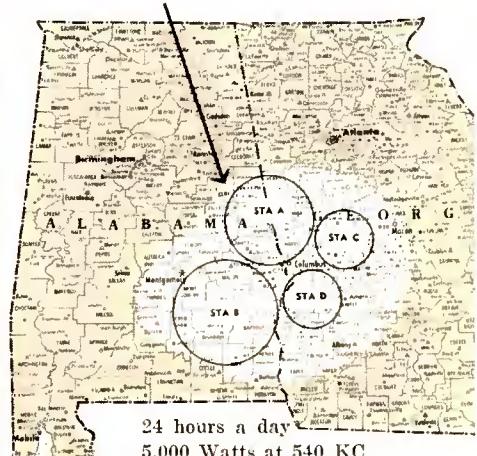
PEOPLE—BARE(LY) LISTEN TO ANYTHING...



BUT . . . **WDAK . . .**

Long, lean, short, fat, old, young, round, bent, straight, male, female, all barely listen to anything but WDAK, because WDAK is the most powerful station in the Heart of the South, broadcasting 24 hours a day, with 5,000 Watts, at 540 KC, with the most entertaining, intriguing, format ever heard, anywhere—and it SELLS!

WDAK covers MORE than the OTHER FOUR!



N.B.C.



Columbus, Ga.

Headley-Reed — James S. Ayers

NOW AVAILABLE!

Brochure Containing
COMPLETE DETAILS OF
WVET'S EXCLUSIVE,
PHENOMENALLY
SUCCESSFUL TOP VALUE
STAMP PROMOTION
PROGRAM

For Information
Contact: BILL SCHUBERT

WVET RADIO

ONLY Station In The Nation
That Gives TOP VALUE Stamps!

17 CLINTON AVE. SO.
ROCHESTER 4, N. Y.

IMPACT!



BONUS COVERAGE
OF THE WEST TEXAS-NEW MEXICO MARKET

KROD-TV's Bonus Coverage (12 Counties)	NIGHTLY COVERAGE	WEEKLY COVERAGE
Over Station "B" (5 Counties)	26.9%	19.3%
Over Station "C" (2 Counties)	121.3%	58.6%

And remember — KROD-TV is the highest rated station in America in markets of three or more stations, ARB, May 1958.

*Nielsen Report #3

KROD-TV

CBS Television Network
Channel 4 • El Paso, Texas
REPRESENTED NATIONALLY BY
THE BRANHAM COMPANY
Dorrence D. Roderick, Pres.
Vol. Lawrence, Vice-Pres.
& Gen. Mgr.



tunities which involve participation by rotating segments of leading organizations in the family of cities served by WREX-TV coupled with backbone showmanship activities by station personnel.

While showmanship is the cornerstone, the key to successful promotion is advance planning and relentless execution.

The majority of WREX-TV's top working brass form a showmanship family guided by a seasoned veteran of show biz, Joe M. Baisch, general manager of WREX-TV. Knowledge born of this group's wide experience has enabled consistent day in day out top notch audience promotional development. Theatrical "know-how" has been streamlined and shaped into television form.

Advertisers with commercial programs as well as civic groups interested in public service programs receive essentially the same campaign launching treatment on Channel 12. A typical campaign will consist of:

1. On-The-Air
 - a. film and slide spots
 - b. personality endorsement plugs
 - c. personality announcement plugs
 - d. inclusion in special program run-downs
2. "Sneak Prevue" at WREX-TV's television center for dealers, distributors, and, in the case of a public service series, the working committee and as many as 100 field workers, who, in turn, support our tv efforts with:
 - a. personal phone calls to friends, employees, or members of organizations interested in their project
 - b. distribution of window cards
 - c. speaker's bureau to hit the grass roots level of school, church or other groups
 - d. postcard mail campaign
 - e. posting of prominent community or company bulletin boards.
3. Radio Announcements
4. Newspaper Campaign
 - a. paid ads
 - b. feature materials and scene art
 - c. in-season campaigns with special sections in area newspapers
5. Sound Truck
6. Participation in parades and civic activities

QUAD-CITIES

ROCK ISLAND • MOLINE
E. MOLINE • DAVENPORT

now the nation's

47th TV MARKET

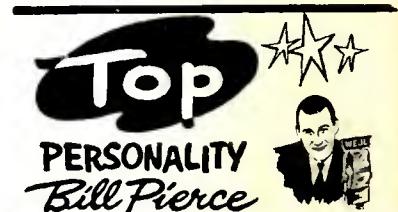
according to Television Age Magazine

- ↓ RETAIL SALES are above the national average. Rock Island, Moline, East Moline are rated as "preferred cities" by Sales Management magazine for the first 6 months of 1958. You too, can expect above-average sales if you BUY WHBF-TV NOW!

WHBF-TV

CBS FOR THE QUAD-CITIES

Scott County, Iowa, Rock Island County, Illinois
REPRESENTED BY AVERY-KNODEL, INC.



7. Exhibits at fairs, parks and playgrounds
8. Street ballyhoo

The above blue-print is executed with enthusiastic teamwork . . . finding support of the entire staff at WREX-TV, Channel 13, all constantly eager to assist in audience promotion. Participation by on-camera personalities at all local and area events, whether it be emceeing a WREX-TV sponsored stage show or riding in an open convertible in a parade in freezing weather, or by pin-pointing special programs on their shows . . . all adding up to "participation teamwork," the most essential ingredient of audience promotion.

Add to the above the use of outstanding public relations and we have enumerated a complete set of effective working tools that build enduring audience promotion. Station tours, premiere screenings, ID salutes to WREX-TV family of cities around-the-clock, sound-on-film interviews of area cities' civic, educational, religious and industrial leaders all crystallize the personalized WREX-TV image of a great tv station in the hearts and minds of its singularly most valuable community asset . . . its viewers.

AIR MEDIA

(Cont'd from page 46)

with the current boom in outdoor living, he recently began sponsoring *Hinshaw's Holiday*, a show devoted to outdoor family living. Except for direct mail, tv gets the entire budget.

Bullock's. "Every department store needs an institutional campaign over and above its other advertising," says Ervin Grant, a.e. at FC&B, Los Angeles, for Bullock's. The store uses radio heavily to sell goods, usually around a promotion, as well as for special needs such as convincing housewives it was easy to get downtown during a bus strike.

The image idea is carried over into media selection. For special promotions, such as the August Clearance Sale, an intense two-week radio saturation, made up of 20's and 30's is used. The selection of stations is based on the desired appeal: "to women interested in a sale of quality merchandise." Grant explains.

But there is another aspect. "Radio is a good recruiter," Grant observes, "so Bullock's uses it very successfully to solicit additional help for Christmas and Easter. In these spots, as well as others, we keynote a quality image. By constantly maintaining this image we benefit all other advertising, as well as cashing-in on seasonal help."

J. J. Newberry Co. Los Angeles has a substantial Latin American population within the city. And Newberry has a downtown store. The two are brought together successfully via a 15-minute soap opera in Spanish (produced in Mexico) every weeknight of the year. Special promotions invariably prove its value.

Sears' Roebuck & Co. As its well-known catalog will testify, Sears is a store with almost limitless merchandise. The problem: advertising the contents of a several-hundred page catalog.

After many years of using radio for special promotions only, Sears this fall embarked on regular sponsorship of *Airwatch*, traffic reports from a helicopter. There are three spots a day—8:05 and 8:35 a.m., and 5:20 p.m. "Besides the good-will generated by our service," notes Don Johnson, Mayers Co. a.e., "we use a different item or related group of items with each spot. Result: shortly L.A. motorists will be familiar with the variety and quality of Sears merchandise."

STATEMENT REQUIRED BY THE ACT OF AUGUST 24, 1932, AS AMENDED BY THE ACTS OF MARCH 3, 1933, AND JULY 2, 1946 (Title 39, United States Code, Section 233) SHOWING THE OWNERSHIP, MANAGEMENT, AND CIRCULATION OF SPONSOR, published weekly at Baltimore, Maryland for October 1, 1958.

1. The names and addresses of the publisher, editor, managing editor and business managers are:

Publisher and Editor: Norman R. Glenn, Mamaroneck, New York. Vice-Pres. and Asst. Publisher: Bernard Platt, Rye, New York. Executive Editor: John E. McMillin, New York, N.Y.

2. The owner is: SPONSOR Publications Inc., New York, New York. Stockholders owning or holding 1 percent or more of total amount of stock:

Norman R. Glenn, Mamaroneck, N.Y.; Elaine C. Glenn, Mamaroneck, N.Y.; Ben Strouse, Baltimore, Md.; Ruth K. Strouse, Baltimore, Md.; William O'Neil, Cleveland, Ohio; Henry J. Kaufman, Washington, D.C.; Paceli Bloom, New York, N.Y.; Pauline H. Poppell, New York, N.Y.; Edwin D. Cooper, North Hollywood, Calif.; Henry J. Cooper, Brooklyn, N.Y.; Judge M. S. Kronheim, Washington, D.C.; Norman Reed, Washington, D.C.; Adele Lebowitz, McLean, Va.; P. Williams, Dayton, Ohio; Jerome Seiden, Washington, D.C.; Catherine E. Koote, Hawthorne, N.Y.; William B. Wolf, Washington, D.C.; Harold Singer, Washington, D.C.; Bernard Platt, Rye, N.Y.

3. The known bondholders, mortgages, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities are: NONE.

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

5. The average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was: 11,939. (This information is required from daily, weekly, semiweekly, and triweekly newspapers only.)

Bernard Platt
Vice President
Assistant Publisher

Sworn to and subscribed before me this 15th day of September, 1958.
SEAL: Laura Oken
(My commission expires March 30, 1960.)

In the leadership spotlight



Top-drawer advertisers are buying WGN

You're in good company when you join smart time-buyers who select WGN to sell millions of dollars worth of goods for top-drawer clients. Exciting new programming in 1958 makes WGN's policy of high quality at low cost even more attractive to you.

WGN-RADIO
CHICAGO, ILLINOIS

The Piedmont Industrial Crescent



Vast-New Urban Complex...

as defined by:
The Ford Foundation
dominated by:

wfmy-tv
GREENSBORO, N.C.



Basic Since 1949

Represented by
Harrington, Righter & Parsons, Inc.
New York • Chicago • San Francisco • Atlanta • Boston.

In the leadership spotlight



**Top-drawer advertisers
are buying WGN**

You're in good company when you join smart time-buyers who select WGN to sell millions of dollars worth of goods for top-drawer clients. Exciting new programming in 1958 makes WGN's policy of high quality at low cost even more attractive to you.

WGN-RADIO

CHICAGO, ILLINOIS

**Signs of
Work!**



Target

Follow That Man

Dial 999

Union Pacific

Decoy

If You Had a Million

NO BLUE SKY
BUYING EITHER

Check and buy

WSOC-TV

Charlotte, N. C.

H-R Reps Nationally

F-J Reps Atlanta

**Tv and radio
NEWSMAKERS**



John G. Garrison, associated with Official Films, Inc., since 1954 as sales representative and more recently as central division manager has been named National Syndication Director of Guild Films, Inc. Garrison has been actively interested in all phases of the radio and television business for twenty-five years, except for a four-year stint in the army during World War

II. Beginning as a jack-of-all-jobs with KWKH, Shreveport, Garrison joined KMOX, St. Louis after the war. In 1947 he moved on to KSD-TV, St. Louis, where he worked at everything from programming and production to commercial packaging. Making the announcement, John J. Cole, Guild president said that Guild Films was fortunate to have a man of Garrison's background associated with them.

James C. Richdale, Jr., has been named vice president and general manager of KGUL-TV, Houston. Richdale had been acting general manager of the station since August 1958 and has been vice president and gen. mgr. of KOTV, Tulsa, another Corinthian outlet since November 1956. He broke into the broadcasting business with the Yankee network in Boston and was associated for a time with the Edward Petry Company in New York. He moved to Tulsa and WOTV as commercial manager in November 1954. Announcement of this appointment to the Houston post was made by C. Wrede Petersmeyer, president of Gulf Television Corp. KGUL-TV is affiliated with CBS and a member of the Corinthian group which includes WISH and WISH-TV, Indianapolis.



George C. Stevens has been promoted to vice president in charge of sales for Transcontinent Television Corp., it was announced last week by David C. Moore, president of the broadcasting firm. Prior to joining Transcontinent in 1957 as general sales manager, Stevens had been associated with NBC for twelve years. At NBC, he held positions as business manager and account executive for WRCA (formerly WNBC), New York, as well as the post of sales director. Under his management at Transcontinent will be the various stations included in the Transcontinent Corp. These are: WROC-TV, Rochester; WGR radio and tv, Buffalo; WNEP-TV, Wilkes-Barre, Scranton; and WSVA radio and tv, Harrisonburg. Stevens is married and has six children.



Looks
easy,
but...

takes plenty of know-how

No matter how simple it looks, keeping atop a bongo board is no cinch. And keeping a radio station at the top-spot in a major market is a hundred times more difficult. The many complex elements which give radio its tremendous selling power are mostly local in nature. To blend these elements into an overall program structure that can hold commanding leadership in audience and in sales-influence, calls for great creative skill on the part of station management. Yes, Local Radio Programming is a difficult, exacting job — but in most areas at least one station operator has mastered it. In a substantial number of the top 100 markets, that station is represented by



THIS NEW BOOK is helping advertisers intensify sales results from Spot Radio, through clearer understanding of the complex program elements that give certain stations their tremendous selling power. Price \$1 postpaid. Order from John Blair & Company, 415 Madison Ave., New York 17, N. Y.

JOHN BLAIR & COMPANY

Exclusive National Representative for:

New York.....	WABC	Washington.....	WWDC	Miami.....	WQAM	San Antonio.....	KAKI	Wheeling-Steubenville.....	WWVA
Chicago.....	WLS	Baltimore.....	WFBR	Kansas City.....	WHB	Tampa-St. Petersburg.....	WFLA	Tulsa.....	KRMG
Los Angeles.....	KFWB	Dallas-Ft. Worth.....	KLIF-	New Orleans.....	WDSU	Albany-Schenectady-Troy.....	WTRY	Fresno.....	KFRE
Philadelphia.....	WFIL		KFJZ	Portland, Ore.....	KGW	Memphis.....	WMC	Wichita.....	KFH
Detroit.....	WXYZ	Minneapolis-St. Paul...	WDGY	Denver.....	KTLN	Phoenix.....	KOY	Shreveport.....	KEEL
Boston.....	WHDH	Houston.....	KILT	Norfolk-Portsmouth-		Omaha.....	WOW	Orlando.....	WBDO
San Francisco.....	KGO	Seattle-Tacoma.....	KING	Newport News.....	WGH	Jacksonville.....	WJAX	Binghamton.....	WNBF
Pittsburgh.....	WWSW	Providence-Fall River-		Louisville.....	WAKY	Nashville.....	WSM	Boise.....	KIDO
St. Louis.....	KXOK	New Bedford.....	WPRO	Indianapolis.....	WIBC	Columbus.....	WBNS	Bismarck.....	KFYR
		Cincinnati.....	WCPO			Knoxville.....	WNOX		

SPONSOR SPEAKS

Marketing and the air media

Radio and tv station owners will do well to ponder the implications of the comprehensive N. W. Ayer story which is carried in this issue of SPONSOR.

What is clearly apparent in this study of America's oldest advertising agency is the changing character of the advertising business, and the new conception of air media as the "tools of marketing."

Not so many years ago, when television was just coming in, it was regarded as an exciting, even breathtaking novelty by many agencies and advertisers, and innumerable sales of tv time and programs were made on the basis of tv's newness—and not much else.

Radio too, in the old days, enjoyed its period of a popularity based largely on the novelty appeal, and radio incomes were often inflated by the appropriations of advertisers who wanted to make a splash, but were relatively indifferent to sales results.

All this, however, has changed. Modern agencies and modern advertisers are approaching both radio and tv with completely practical eyes—and well they might, for the air media frequently can make or break them. Consequently the new emphasis on over-all marketing also has placed new responsibilities on the shoulders of those who operate radio and tv properties.

The need for marketing savvy

In recent months SPONSOR has talked with a number of high-placed agency media men who have each emphasized the need for more thorough awareness, on the part of station owners and station salesmen, of the marketing needs and problems of particular advertising accounts.

"Don't just tell us how good your station is," says a media director of one of the top five agencies. "Tell us how your station, in your territory, can sell the particular product we are marketing."

It is a challenge, and an opportunity, for every wide-awake station man.

THIS WE FIGHT FOR: *Business-like methods in an increasingly business-like industry. Examine your rate cards, your rates, and your operating practices, and streamline them, if necessary, for new age of air-media marketing.*

10-SECOND SPOTS

Recall: A California housewife told us of her four-year-old daughter who, on a recent trip to the supermarket, insisted they buy tv-advertised brands Rin Tin Tin Cereal, Annie Oakley Bread and cigarettes with the "Flop-Top box."

Nomme de sweet: WOR-TV, New York, advertiser Barton Candy Corp. has just changed the name of its best-seller candy Tv Munch to Million Dollar Movie Munch to tie-in with its sponsored *Million Dollar Movie*. *After eating, be sure to brush your teeth to remove the feature film.*

Meow: With National Cat Week set for 2 to 8 November, we were hit with the story of the ad agency whose executive personnel were riddled with ulcers. Finally a physician suggested to the agency president that he get a cat and make it a sort of mascot inasmuch as it would set a good example of relaxation; watching it relax would make the admen do the same thing. A cat was brought in and everything went swimmingly for about three months. The admen's ulcers seemed to clear up. Then one day the cat was suddenly rushed to the veterinarian who reported. "Your cat got ulcers."

Honors: Steverino, Greyhound Bus Co.'s greyhound (*Steve Allen Show*, NBC TV) has been named America's Canine Symbol for World Day for Animals on 4 October. *We're sort of proud he made it over print media's Wolschmidt Vodka wolfhound.*

Fat free: Blair-TV's Martin Katz, master of dreaming up improbable memos on impossible subjects, has just come up with some thoughts on the airlines. "Running counter to best medical dicta," says Katz, "the airlines continue to place a penalty on leanness and, instead, reward fat." He bases the observation on Bob Hemm, Blair salesman, who, on a recent trip from the coast had to pay overweight on standard rep equipment (dictaphone, Nikon camera, Diner's Club card and attaché case) despite the fact that he is a lightweight. Yet behind him at the check-out counter was a behemoth twice Bob's weight (carrying only 12 chocolate doughnuts and a fifth of Chivas Regal) who went scot free.

Switch: So the Martian landed in Paris and cried. "Take me to Bardot. Your leader I can see later."—by Phil Stone, CHUM, Toronto.



If You Buy Any Other Television
Station in the Dallas-Fort Worth
Market....

WE BOTH LOSE MONEY

For these reasons

KRLD-TV covers more total homes and more television homes than any other station in Texas or the Southwest ... and with an intensity of circulation both daytime and nighttime, weekly and daily, unapproached by any other Dallas-Fort Worth TV channel.

NCS No. 3, SPRING, 1958

COMPARATIVE CIRCULATION

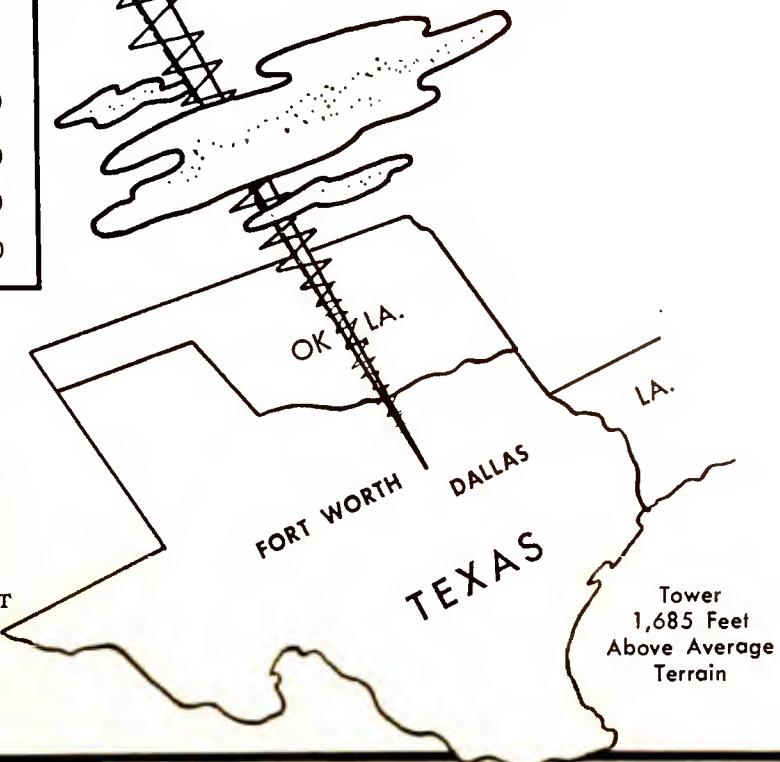
DALLAS-FORT WORTH
TELEVISION STATIONS

	Daytime Daily TV Homes	Nighttime Daily TV Homes
KRLD-TV . . .	299,050	368,920
Station B	260,530	353,160
Station C	255,290	338,780
Station D	147,490	175,360

KRLD-TV, Channel 4, telecasting with maximum power from atop Texas' tallest tower, is the television service of The Dallas Times Herald, owners and operators of KRLD Radio, the only 50,000 watt full-time radio station in Dallas-Fort Worth. The Branham Company, national representatives.

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President



KRLD-TV

CHANNEL 4
CBS TV FOR DALLAS - FORT WORTH



GEARED!

... number one in America's 37th TV market, reports Nielsen #3

Now confirmed and certified by the Nielsen Coverage Survey #3, is the clear-cut domination WSTV-TV Channel 9 of the prime Steubenville-Wheeling television market:

- over 200,000 more TV homes covered than its nearest competitor
- lowest cost-per-thousand, by far
- highest TV set coverage in all total Nielsen survey categories: monthly, weekly, daily, daytime and evening

For advertisers, WSTV-TV delivers deepest penetration into the 39 densely populated counties comprising the rich Upper Ohio Valley where retail sales hit \$3,159,860,000. And only WSTV-TV offers FREE "Shopper-Topper" merchandising service—"promotion in motion" designed to move food store products in America's Steel and Coal Center. For more details, ask for our new "Shopper-Topper" brochure.

A Member of the Friendly Group Stations:
KODE-TV, WBOY-TV, WSTV-TV
52 Vanderbilt Ave., N.Y. 211 Smithfield St., Pittsburgh
Represented by Avery-Knodel, Inc.



WSTV-TV

CHANNEL 9 • STEUBENVILLE-WHEELING

"Best Buy by Any Known Source."